

**Україна**  
**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ ТА**  
**ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ**

**Кафедра англійської філології**

**Методичні рекомендації**  
**з англійської мови для студентів**  
**спеціальності 073 «Менеджмент»**  
**освітньої програми «Управління персоналом»**

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Методичні рекомендації розраховані на студентів спеціальності 073 «Менеджмент» освітньої програми «Управління персоналом» для вивчення нормативного курсу англійської мови та специфіки фаху.

Мета даних рекомендацій - розвиток комунікативних навичок з фаху, навичок читання та перекладу іншомовних джерел.

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## ПЕРЕДМОВА

Методичні рекомендації розраховані на студентів спеціальності 073 «Менеджмент» освітньої програми «Управління персоналом» для вивчення нормативного курсу англійської мови та специфіки фаху.

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Добір навчального матеріалу узгоджений з метою розробки - закріплення лексичного матеріалу та розвиток навичок усного мовлення. Методичні рекомендації містять тексти за фахом, які висвітлюють різні аспекти освітньої програми «Управління персоналом» .

Кожен урок спрямований на:

- навчання студентів читанню та перекладу текстів за фахом;
- засвоєння лексичного матеріалу з фаху;
- розвиток навичок усного мовлення з фаху.

Крім цього, методичні рекомендації містять граматичний матеріал, за допомогою якого закріплюється основний курс з граматики англійської мови. Окрім основних тематичних текстів у методичних рекомендаціях подано додаткові (для самостійного опрацювання) тексти.

Методичні рекомендації можуть бути використані для аудиторної та самостійної роботи студентів. Вони відповідають сучасним вимогам вищих навчальних закладів.

# Module 1

## BUSINESS AND SOCIETY

### UNIT I

#### THE WORLD OF BUSINESS



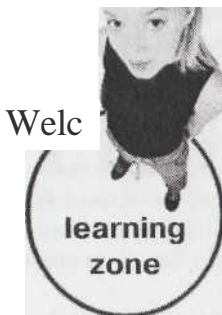
*“Success in business requires training, discipline and hard work. But if you’re not frightened with these things, the opportunities are just as great today as they ever were. »*

**John Rockefeller**

**?** Look at the quotation above and discuss the following questions:

1. What do you know about the author of these words? Do you agree with his viewpoint?
2. What other things do you think are required to succeed in business?
3. In your opinion, why do people around the world do business? What do you know about business?

**Hello! My name is Jacky Right. I'm a business consultant and I will try to help you understand the world of business. Now read the information you need to know.**



Welc

Most people work to earn money. They **produce goods** and **services**. Goods are either produced on farms, like maize and milk, or in factories, like cars and paper.

Services are provided by such organizations as banks, hairdressers', and shops. Some people produce goods; some provide services. For example, in the same garage, a man may buy a car, or he may buy some service, which helps him maintain his car.

**1. Make up five questions to this passage and ask them another student in your group.**



## 2. Pair work

Look at the diagram below. What other goods and services do you know? Complete this diagram with your ideas.

Most people produce

Goods	Services
computers	selling
cars	treating

So you can see that different businesses produce goods and provide services. But to succeed they need people (**consumers**) like you and me to buy their products.

? But how do they find out what consumers need and want?

To answer this question you need to do the following tasks:

Study the key terms:

**Basic Needs** - things that are essential for life are called basic needs. There are five basic needs.

**Wants** - these are desires for goods and services that you do not have. They are not essential for your survival. OK you could argue that you can't manage without your computer, but agree that you can live without it, that is why a computer is your want.



## 3. Pair work.

3. Make a list of your wants. Discuss it with your partner.

- What do you actually need from your list?
- What is the difference between a need and a want?

- Which of the companies you know satisfy your wants?
- Which of them satisfy your needs?
- What are the five basic needs of humans? Notice your ideas.

## 4. Listening

**1. Listen to the expert in economics. He is describing five basic needs. Write them in the spaces below.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

### Tapescript 1

First of all I should say that all people are human beings not robots and when identifying our needs it is necessary to look inside our nature.

So, what do we need to do every day to survive? The answer seems to be very simple. Of course we need to drink, and water is one of the most important our basic need. And without a doubt everybody needs to eat something except for the women who are on diet, I'm kidding.

Since the times of Adam and Eve people have been wearing clothes. Of course during prehistoric times the clothes were made of skins of wild animals and nowadays fashion plays an important role in our lives. But it's necessary to mention that we wear clothes not only because they are beautiful, but also because they protect us from wind and sun, rain and snow. Clothes bring people warmth and it is very important for us.

And finally, we need a shelter I mean houses and apartments to live in. Without these five things it's impossible for people to survive and many business works to satisfy our basic needs.

2. Compare your ideas with his explanation. Were you right?

### BUSINESS SECTORS

Look at the following logos. Can you name these famous companies? What do they produce? Do they meet your needs or wants?



SONY



NOKIA  
Connecting People



Microsoft

you can  
Canon



Moulinex  
life gets easier

2. Match the companies on the left (1-12) with the sectors they work in on the right (a-l)

1. A company which makes aspirin	a) <i>automotive</i>
2. A company which mines coal	b) <i>construction</i>
3. A company which makes men's suits	c) <i>consumer electronics</i>
4. A company which sells package holidays	d) <i>catering</i>
5. A company which makes trucks	e) <i>tourism</i>
6. A newspaper publisher	f) <i>extractive</i>
7. A supermarket chain	g) <i>fast food</i>
8. A company which builds houses	h) <i>publishing</i>
9. A company which makes washing machines	i) <i>pharmaceuticals</i>
10. A company which sells hamburgers	j) <i>retail</i>
11. A company which makes shampoo	k) <i>textiles</i>
12. A restaurant chain	l) <i>toiletries</i>

**Discuss the following questions.**

- What business sectors are developed in your country?
- Do you know any Ukrainian companies working in these business sectors?
- Which business sector is the most interesting to work in? Explain why.

### **3. Listening**

a) Listen to four people describing business sectors they work in. Identify these sectors.

Match ideas on the left with what the speakers actually say.

A. It is useful

Speaker 1 \_\_\_\_\_

B. It is very hard

Speaker 2 \_\_\_\_\_

C. It is interesting

Speaker 3 \_\_\_\_\_



D.It needs creativeness and imagination *Speaker 4*\_\_\_\_\_

## **Tapescript 2**

### **Business sectors**

1. I have been working as a tourist guide for 5 years. I really love my job! I've already been to many countries of the world - Italy, Spain, Turkey, Thailand and others. It's really wonderful to travel around the world and earn money for this. My job is interesting and fascinating. But sometimes I can be extremely exhausted with my group. Going sightseeing isn't as easy as you can imagine. And the tourists are too noisy! They ask so many questions and some of them are too irritating. But if you love your job you won't mention all these minuses.

2. My grandfather and father were miners and I couldn't imagine my life without this job. Yes, it's very dangerous and very hard but I've already got used to it. Sometimes I think to quit but I live with my family in small city and there is nothing to do here for me.

3. I'm a fashion designer and have to be aware of the latest tendencies in the world of fashion. I often attend different shows in Paris and Italy. Of course my job requires creativeness and imagination because I need to satisfy the most sophisticated tastes. I should also say that there are some drawbacks in my profession. I work with many people and sometimes they don't understand what exactly I want from them. It is very annoying.

4. I think that my job is very important and helpful. I work in chemists. When people are ill they come to me and I give them advice what pills or drops to buy. I need to be very patient and polite and people are very grateful for my

attitude. My friends say that it is very hard to talk to ill people and I absolutely agree with them because I feel the pain too. But I help people and I am proud of it.

**b) Listen again and make notes on the advantages and disadvantages**

	Advantages	Disadvantages
pharmaceuticals		
extractive		
tourism		
textiles		

**? Which sector do you think is the best for starting your own business? Why?**

**3. Read the following dialogue and see how Peter and Michael solved this problem.**



**Before reading study the following words:**

**to set up a company** – заснувати компанію

**profitable (adj)** – прибутковий

**profit (n)** – прибуток

**competition (n)** – конкуренція

**to be in great demand** – користуватись  
великим попитом

**Peter:** Hello Michael!

**Michael:** Glad to see you, Peter! We haven't seen for ages! How are you?

**Peter:** You know, I've decided **to set up my own company**.

**Michael:** Really? What are you going to do?

**Peter:** I don't know yet. I've come to ask you for advice.

**Michael:** Ok. Do you want to open a large or a small company?

**Peter:** Well, I have enough money to start a small company that would provide services, for example a travel agency. Will it be **profitable**?

**Michael:** I wouldn't say that a company like this would be successful on our market because there is a great **competition** among the travel agencies.

**Peter:** What could you advice me to open then?

**Michael:** If I were you I would set up a restaurant chain. Catering **is in great demand** nowadays. I'm sure you'll make a big **profit**.

**Peter:** Thanks for your help, Michael! As soon as I open my restaurant I'll invite you to visit it. You'll be my first client.

**Michael:** With pleasure!

## Qualities Important for Success

quality — якості/якості	opinion poll — опит суспільної
success — успіх /успех	думки/опрос общественноу мнения
complex — складний/сложный	numerical — чисельний /численный
graduate — випускник /випускник	to improve — покращувати/
unemployment – безробіття/	улучшать
безработица	adaptability — пристосованість
employer — Работодавец/	/приспособляемость
работодатель	awareness – обізнаність/
shortage — нестача/ нехватка	осведомленность
to include — включати/включать	experience — досвід/опыт
to solve – вирішувати/ решать	to consider — Розглядати/
to afford - могли собі дозволити	рассматривать
/мочь себе позволить	substantial – істотний /
extended — широкий	существенный
minority — меншість/ меньшинство	to interact — взаємодіяти,
contribution — вклад	взаимодействовать
	to annoy — докучати/досаждать

range — спектр, діапазон	flexible — гнучкий/гибкий
vocational -- професійний / професіональний	certain — визначений /определенный
to possess — володіти/владеть	to realize — розуміти/ понимать
	to adapt — адаптуватися/ адаптироваться

A diploma is becoming the minimum qualification requirement for any white-collar job today. We now live in a far more complex world and most jobs today require a much higher level of intellectual skills than ever before. Graduates not only continue to enjoy higher pay and lower unemployment than non-graduates, but most employers will tell you that there is still a shortage of good graduates.

So what do employers look for in graduate recruits? The list of typical job requirements includes communication skills, the ability to gather, analyze, process and present information; and to solve problems. In the past this was enough. When graduates were small elite, employers could afford to invest in extended training programs.

Although small numbers of graduates of exceptional potential are still reunited into training schemes, they are a small minority. Most graduate recruits today are expected to make an immediate contribution to the organization. This means that they need more than their academic qualifications. Employers look for a range of vocational skills, which are useful in almost all types of work; they are usually known as "key skills".

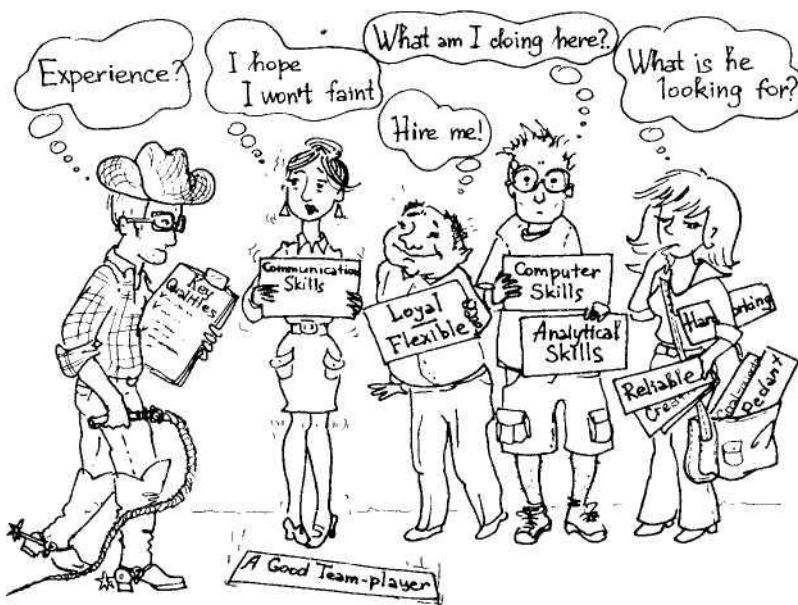
Employers have produced long lists of desirable skills, which they would like their new graduate recruits to possess.

According to a recent **opinion poll** among employers the top six "key skills" are the following:

- communication skills;
- ability to analyze, process and present **numerical** data;
- computer skills and basic knowledge in information technology;
- team-working;
- ability to learn and develop new skills fast and to **improve** performance;
- problem solving skills

Employers also want candidates to have some additional qualities such as adaptability and commercial awareness. Above all, they want recruits to have already had some practical experience.

The most important quality most employers emphasized is work experience. Most of today graduates do have work experience of one kind or another, but most of them do not usually use all the learning opportunities it provides. Many students still consider part-time jobs only as a source of money.



Most employers want candidates to have **substantial** work experience, however, not enough employers offer suitable vacancies to provide this. Ideally, you would get vacation or part-time work relevant to your area of study so that you could start to apply theory to the world of work. Many students work in retail shops, bars and fast-food outlets, or waiters in restaurants. The money is certainly useful, but does menial work provide opportunities for useful learning and help your career prospects? Well, it does.

Even in the most jobs you can analyze everything you see and do and what your colleagues at all levels are doing. You can try and work out why things are organized the way they are and why people act the way they do; how to **interact** with a boss, colleagues and customers; what the customers like, do not like and what **annoys** them. The job can be used as a learning opportunity so you can tell future recruiters what skills and understanding you have gained.

Few people will find a lifetime employer. They will move between employers to gain greater experience and expertise. Many will be offered short-term contracts. Others will work on a part-time or self-employed basis. Graduates have to be more **flexible** because their future careers are less **certain**. In going to university it is important to **realize** that the future will be very different from the past, that you must learn to **adapt** and that you can and should learn from every experience.

## Useful Language

<b>Student A</b> <ul style="list-style-type: none"><li>• Why don't you...?</li><li>• If I were you, I'd...</li><li>• I think you should...</li><li>• You could try... (V+ing)</li><li>• In my opinion the best thing to do is</li><li>• Have you thought about ... (V+ing)</li><li>• I see no reason to open</li></ul>	<b>Student B</b> <ul style="list-style-type: none"><li>• What advice could you give to me?</li><li>• What should I do?</li><li>• I don't know what to begin with</li><li>• I know it's risky but I'm all optimistic about starting...</li><li>• Is dealing with...risky?</li><li>• The thing that worries me most is ...</li></ul>
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### 3. Work in groups of three or four.

**Student A** has a problem and is asking you for a piece of advice. **Students B, C and D** try to help **Student A** by giving advice. Use phrases from "Useful language" above.

#### Example:

**Student A:** I want to work for an international company. I am optimistic about it.

**Student B :** In my opinion the best thing to do is to study English. It is an international language.

**Student C:** Why don't you look for a job as a secretary in one of the companies? It can be a very good beginning.

**Student D:** I think you should choose a sector: catering, tourism or cosmetics.

**Student A:** Thank you. I think, you are right.

#### Ideas for dialogues:

1. You want to leave a company. You do not like the Boss.
2. You need a place to live but you do not have money.
3. Your secretary does not work quite well.

4. You are promised positions in two companies at the same time.
5. You know that your friend does not tell you the truth.
6. Your computer does not work and you cannot do the work you promised.



## 5. Pair work

Role play the following situation:

Student A	Student B
You are a business consultant and have been working in this sphere for a long time. One of your clients wants to set up his own company. But you are not sure whether it will be successful. Give him (her) advice on how to start a business, which you think would be profitable.	You want to start your own business but you don't know what to begin with. You are thinking about opening hairdressers` or a bookshop and you don't know which business sector to choose. You ask your business consultant for advice.

## UKRAINIAN ECONOMY



*Hi! It's me. I'd like to find out how well you know Ukraine and its economy.*

1. First, match the names of industries developed in Ukraine in column A with their products in column B. Use the dictionary if you need.

A	B
<ol style="list-style-type: none"> <li>1) aerospace industry</li> <li>2) automobile industry</li> <li>3) machine engineering</li> <li>4) chemical industry</li> <li>5) food processing</li> <li>6) ferrous industry</li> <li>7) cellulose paper industry</li> <li>8) mining industry</li> </ol>	<ol style="list-style-type: none"> <li>a) plastics, fertilizers, chemicals</li> <li>b) steel, iron, cast iron</li> <li>c) locomotives, industrial robots</li> <li>d) processed food products</li> <li>e) motor vehicles</li> <li>f) planes, spacecrafts, missiles</li> <li>g) iron, silver, manganese, coal</li> <li>h) paper and paper products</li> </ol>



**2. Now do the quiz. You can work in pairs or in groups.**

*1. What are the main branches of Ukrainian agriculture?*

- a) dairy industry
- b) meat-packing industry
- c) grain and sugar production

*2. Why does Ukraine have a great agricultural potential?*

- a) because of favorable geographical position
- b) because of the moderately continental climate
- c) because of its unique black soils

*3. What region is the center of Ukrainian ferrous metallurgy?*

- a) Pridniprovyie Region
- b) Zakarpattia Region
- c) Volyn Region

*4. Where are missiles and spacecrafts built?*

- a) in Poltava
- b) in Donetsk
- c) in Dnepropetrovsk
- d) in Kyiv

**4. Listening.**

**Listen to the interview with the expert in Ukrainian economy and check whether your answers were correct or not.**

**Tapescript 3**

A: *Ukraine is considered to be an industrial-agricultural country. In what sectors of the economy does it have the greatest potential?*

B.: You know, our potential is probably the greatest in machine engineering, ferrous metallurgy and aerospace industry. The Ukrainian plane «Ruslan» is well known in the world. As for agriculture, Ukraine has a great potential because of its unique black soils.

A: *What are the most important products of Ukrainian agriculture?*

B: I would say grain and sugar. The regions of Odesa, Dnipropetrovsk, Kharkiv, Vinnitsa, Zaporizhya, Poltava, Kherson, and Mikolaiv are the

major producers of grain. And Vinnitsa, Khmel'nitsk, Poltava, Cherkasy, and Kyiv regions are leaders in sugar production.

A: *Where are Ukraine's major industrial regions?*

B: It is the southeast of the country. I would first of all name the Donbas and the Prydniprov'ye. The Prydniprov'ye includes Kryvyi Rig, Zaporizh'ya, and Dnipropetrovsk. That is where coal, ferrous ore, and manganese are mined. It is also the center of the metallurgical industry. It is necessary to point out that ferrous metallurgy is one of the leading branches of the national economy of Ukraine.

A: *I know that Dnipropetrovsk is also the city where missiles and spacecrafts are built.*

B: It's true, and these spacecrafts are used for launching satellites, not only those of Ukraine and Russia, but of other countries too.

## ! Watch out

**Economics** - the study of economies, and their money systems.

**Economical** (adj) - the careful use of money

**Economize** (v) - to save money, time, and resources.

**Economist**(n) - a person who studies the way in which money and goods are produced and used in the systems of business.

**Economic** (adj) - attributive related to trade, industry, and the development of wealth

**Economy** (n) - the relationship between production, trade and the supply of money in a particular country.

1.

Put the words from the box into the gaps.

**Economics**

**Economical**

**Economize**

**Economist**

**Economic**

**Economy**

1. Are electric cars .....to run?

2. Europe is more than an..... community.
- 3 ..... is not an exact science.
4. We.....on everything to send our children to private schools.
5. The state of the .....is very worrying.
6. He is a very talented .....

**3. Make up your own sentences with the words from the box.**



**Funny Business**

A walking economy

The guy is walking with his friend, who happens to be a psychologist. He says to this friend, «I'm a walking economy. » The friend asks, «How so? ». «My hair line is in recession, my stomach is a victim of inflation, and both of these together are putting me into a deep depression! ☺

**Individual assignment**

1. Work in groups of 3 or 4. Prepare a brief written report devoted to the sectors of economy, which dominate in some English-speaking countries and present it to the class. Choose one of them:

- The USA
- Canada
- Australia
- The United Kingdom

Use the following web sites o prepare your report:

<http://www.factmonster.com>

<http://en.wikipedia.org>

<http://www.megaessays.com>

**2. Read the article «China's economic boom" and do the exercises after it.**

**Discuss the following questions:**

- *What famous Chinese companies do you know?*
- *Do you have any Chinese products at home?*
- *Have you ever heard the statement that Chinese products are of poor quality? Do you agree with it?*

### China's economic boom

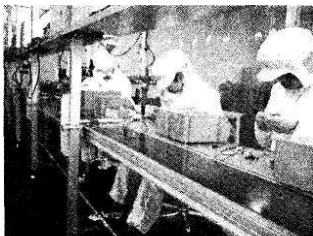


China's economy has been growing significantly for the last three **decades** and there is huge potential for further expansion.

The Chinese economy has been growing nearly ten percent a year for three decades but even now **personal incomes** are only at the level of Japan in the early 1950s. That means there's **huge potential** for further expansion. And if the experience of earlier Asian economic miracles like Japan and South Korea is anything to go by, China should carry **on** growing at this **hectic** pace for another twenty or thirty years.

For other economies China is seen as both an opportunity and a threat. On one hand it's created a new market for suppliers of basic commodities like oil, steel, wood, soy-beans and many other agricultural products. **Commodity** producing countries like Australia, Brazil and Argentina have seen demand for their goods **soar**. And just as important, world prices for basic products - steel, many metals, oil and some foods - have gone up very sharply in the last couple of years.

But on the other hand, China's rise as a manufacturing center is seen as worrying by many competitors. China gets between thirty and fifty billion dollars of foreign investment every year -far more than any other nation. . Manufacturers in other places often find it hard to compete.



180

Though at the same time, as China's population gets individually richer, the country is emerging as a **key market** for the **sophisticated** products and services typically produced in the industrialized West. China is on course to become an **economic superpower** but its not actually there yet - it's currently the sixth largest economy in the world, still smaller than Britain and France let alone the real giants Japan and the United States.

**? Answer the following questions:**

- *Why is China considered as an opportunity for other economies?*
- *Why is it seen as a threat?*
- *Why is China now a key market for sophisticated products?*

**2. Find the words in the article to match the following definitions:**



1. a great possibility that something might happen
2. continue
3. full of activity, very busy and fast
4. a product or raw material that can be bought and sold
5. rise very quickly to a high level
6. a very important market
7. complex and refined
8. a country with a great economic power
9. ten years
10. money earned when someone works; salaries and wages

**4. Give a brief overview of Chinese economy.**



**Reading**

**The future of the automobile industry**

1. Which factors are important to you when buying a car? Rank the following factors and compare with a partner.

- Fuel economy
- Environmental impact
- Price
- Technological features e.g. DVD player
- Style and image

2. Read the following paragraph headings. Make four predictions about the content of the article on the car industry.

(a) *Toyota`s Prius leads the way for hybrid cars* \_\_\_\_\_

(b) *China : the road ahead* \_\_\_\_\_

(c) *High price for fuel effects car sales* \_\_\_\_\_

4. Scan the article and match the headings above to the paragraphs below.

Before reading study the following words:



To saturate – переповнювати

Forecast – прогнозувати

Sales – продажі

Domestic market – внутрішній ринок

Joint venture – спільне підприємство

Polluting emissions- забруднюючі викиди

Vehicle – транспортний засіб

Inevitable – неминучий

Overseas companies – іноземні компанії

Competition – конкуренція

### TIME FOR CHANGE?

1. Is it time for change in the car industry? 60 million cars and trucks are made every year, but in many parts of the world, the market is **saturated**. Car **sales** in the US, for instance, *are slowing down* due to high oil prices. Both GM and Ford *are cutting production* in their **domestic market**. US car makers are also facing intense competition from **overseas companies** last year, Toyota **overtook** Ford to become the world's number two producer.

2. Toyota, which led the way in 'just-in-time' manufacturing techniques, has *raised* its annual sales forecast. Both European sales and US sales have *increased*. Meanwhile, industry eyes are focused on China, where the boom continues. As new investments *grow*, and western companies set up **joint ventures** with Chinese manufacturers, the government has just forecast that the country could have 140 million automobiles on its roads by 2020 seven times more than now.

3. So what does the future for car makers hold? There is great interest in Toyota's Prius. This hybrid electric car has achieved sales of over 200,000, offering one possible solution for **reducing polluting emissions** in the future.

At some point, the car industry will be forced to consider alternative, environmentally friendly ways of powering **vehicles**.

**4.** With interest in 'back seat' entertainment such as digital movies, it may be that technology could help turn around the car industry. So, change is **inevitable** in the car industry. The main question is: what shape will that change take?

**?** Answer the following questions:

- a) Why are car sales in the USA slowing down?
- b) Why does the boom in China continue?
- c) Why is Toyota Prius so popular nowadays?
- d) What factors could turn around the car industry?

**2. Find the words in the article which match the following definitions:**

- a) The money that you give to a company or bank in order to get a profit later.
- b) A business arrangements in which two or more companies work together.
- c) A thing such as a car or bus that is used for carrying people or things from one place to another.
- d) A description of what is likely to happen.
- f) An animal, plant, thing that is produced from two different types of animals, plants or things.

**3. Put the words from the box into the gaps.**

<b>Investments</b>	<b>sales</b>
<b>boom</b>	
<b>Government</b>	<b>forecast</b>

price

- a) It is necessary for the local ..... to control the activity of foreign firms.
- b) Our economy can't survive without foreign .....
- c) Unfortunately company .....were down 15% last year.
- d) A time when a country's economy is very successful is called a .....
- e) After a great decrease in sales a company started to sell their products at reasonable .....
- f) The experts ..... that the computer production will increase.

**5.Look through the article again. Write out the verbs that show change in the economic activity of a company. Divide these verbs into two categories:**

Economic growth	Economic decline

## 6.Listening

**Listen to a Finance Manager of McDonald's corporation. He is presenting the annual report. Complete the sentences with the missing words.**

I am sorry to say the company has not performed well this year. Our turnover was (1) ..... last year. This year it has fallen to (2) ..... .We also can emphasize a considerable (3) ..... in sales in the countries of (4) ..... .Our hamburgers are not in



great (5)..... there any more. Our restaurants had (6).....production of Big Macs and French Fries.

Falling (7)..... and weak production have had a negative effect on our plans, so we are unable to (8)..... new restaurants that we announced earlier. But if we (9)..... healthier food we will (10) .....our sales.

**6. Using the verbs from the previous exercise make predictions on the development of the following industries in Ukraine:**

- pharmaceutical
- aerospace industry
- ferrous industry



**DR GRAMMAR**  
**MAKE AND DO IN BUSINESS**

The verbs *make and do* are often used incorrectly in some business expressions. Let's clarify this question

18

**1. Decide whether to use MAKE or DO in the following word partnerships.**

.....progress	...one's best	... money
.....clear	...a profit	... the figures
..... a proposal	... business	... a living

**2. Use the expressions above to complete the sentences below. Put them in the correct form.**

1. Who are your main customers in Germany?

Well, last year we.... a lot of business with Siemens.

2. How many units of the XX77 did you produce last month?

Let me see, I..... the figures yesterday.

3. Can you finish the proposal by tomorrow morning?

I'll.....my best, but I 'm out of the office this afternoon.

4. How was business in Japan last year?

Better than we expected. We ..... a profit.

5. Have you heard from our representative in Bombay?

Yes, he's .....a proposal to extend the contract.

6. How are things in Brazil?

To be honest, we haven't .....much progress there.

7. Do you know what Carlos Capalbo's doing these days?

Yes, I heard he's ..... a good living in real estate.

8. Do you think we should market our new range of bikinis in Italy?

Definitely, I'm sure we can .....a lot of money there.

9. What do you want to achieve at the marketing meeting tomorrow, Alex?

Well, first of all I want to.....it clear that we should attend that trade fair in Athens.

### 3. Reading

Read the text "The fundamentals of entrepreneurship" and do the corresponding exercises.



1. Match the words from the box with the following definitions.

Enterprises	business	venture	background	dropout	merchant
Settle for	dropout	merchant	settle for	cleric	franchise
Assets	equity capital	net residue	commodity	outlet	

## forerunner

1. a particular money earning activity or place (a store, a company, a firm).
2. a business in which there is some degree of risk.
3. a person who buys and sells goods.
4. business firms.
5. a person who drops out of school or college without completing the course.
6. profit after tax, rent, etc. are paid.
7. a place from which goods are sold.
8. a special right given by a company to a person or group to sell that company's goods or services in a particular place.
9. to come to an agreement or make final arrangements about smth.
10. a clergyman, a Christian priest.
11. smth that has value and that may be sold to pay a debt.
12. part of the capital that consists of founder's shares, all of which together carry the right of ownership in the business.
13. a person's experience and education.
14. an article of trade or commerce, goods.
15. someone that follows.

### **2. Complete the following sentences using the words from the previous exercise.**

1. Many women refuse from work to \_\_\_\_\_ staying at home.
2. Venice was a city of rich \_\_\_\_\_.
3. His \_\_\_\_\_ included shares in the company and a house in France.

4. This company has 34 retail \_\_\_\_\_ in this state alone.
5. Russia and Brazil have signed an agreement in deliveries of basic \_\_\_\_\_ like sugar and cocoa.

**3. Match the words on the left with their synonyms on the right.**

- |              |                    |
|--------------|--------------------|
| 1. concise   | a) lending         |
| 2. literally | b) shares          |
| 3. loan      | c) exactly         |
| 4. stocks    | d) short and clear |

**4. Use the words from the table to complete the sentences below:**

Computer is the greatest \_\_\_\_\_ of the 20 century.

A manager must know how to manage and \_\_\_\_\_ people.

The job of a fashion designer requires \_\_\_\_\_.

If your company wants to be competitive, you need to provide the \_\_\_\_\_ methods of working.

If you don't know this term look up in the dictionary and read its \_\_\_\_\_.

**5. Reading.**



a) Read the following definitions of an "entrepreneur" and "entrepreneurship". Find in the economic dictionary or another source the definitions of these words in your native language and compare them with the ones given here. Which one is more detailed and better defined?

a) **Entrepreneur.** Briefly stated, the entrepreneur organizes and manages an enterprise for personal gain. He pays current prices for the materials used in the business, for the use of the land, for the services he employs, and for the capital he requires. He contributes his own initiative, skill and ingenuity in planning, organizing and administering the enterprise. He also assumes the chance of loss

and debts. The **net residue** of the annual profits of the enterprise after all costs have been paid, he retains for himself.

h) **Entrepreneurship.** Entrepreneurship is the process of creating something different (new) by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving rewards of monetary and personal satisfaction and independence.

**b) Read the texts below and in two or three sentences give the main idea of every part.**

### **Text 1**

#### **THE FUNDAMENTALS OF ENTREPRENEURSHIP**

Millions new **enterprises** start each year despite more than a 50% failure rate. Consumers, business people, and government officials take an interest in this activity. Starting and managing a new **business** involves considerable risk and effort. In creating and helping a new **venture** to grow, the entrepreneur has all the responsibility for its development, growth and survival, as well as corresponding risks and rewards.

Who wants to accept all the risks and effort involved in creating a new venture? The person may be a man or a woman, come from an upper-class or a lower-class **background**, have a college or a university degree or be a high school **dropout**. The person may have been a student, a teacher, an engineer, a salesperson, a manager, a retired person, etc.

#### **DEVELOPMENT OF ENTREPRENEURSHIP**

Who is an entrepreneur? What is entrepreneurship? These frequently asked questions reflect the increased international interest in the field. In spite of all this interest, a concise, universally accepted definition has not yet emerged. The word *entrepreneur* is French and **literally** translated, means "between-

taker" or "go-between". Let's take a look at the entrepreneurship from a historical perspective.

## EARLIEST PERIOD

One early example of a go-between is Marco Polo, an Italian, who was one of the first Europeans who sailed to the Far East. He attempted to establish trade routes to China. He signed a money contract with a money person to sell his goods. That money person was a **forerunner** of today's capitalist. A common contract during that time provided a **loan** to the **merchant-adventurer** at a 22.5 percent rate, **including** insurance. While the money person was a passive risk taker, the merchant-adventurer took the active role in trading, bearing all the physical and emotional risks. After the successful completion of a journey by the merchant-adventurer, the money person took most of the profits (up to 75 percent), while the entrepreneur merchant **settled for** the remaining 25 percent.

## MIDDLEAGES

In the Middle Ages, the term entrepreneur was used to describe both an organizer of musical performances and a manager of large building projects. In such projects, this person did not take any risks, but merely managed the project using the resources provided. A typical entrepreneur in the Middle Ages was the **cleric** - the person in charge of great architectural works, such as castles and fortifications, public buildings, abbeys, and cathedrals.

## 17TH CENTURY

The connection of risk with entrepreneurship developed in the 17th century. At that time an entrepreneur was a person who entered into a contract with the

government to perform a service or to supply **stipulated** products. Since the contract price was fixed, any resulting profits or losses reflected the efforts of the entrepreneurs - the better they worked the more profit they had. One of the entrepreneurs in this period was John Law, a Frenchman, who was the founder of the royal bank of France and the Mississippi Company, which had an exclusive **franchise** to trade between France and the New World. Unfortunately, this monopoly on French trade led to Law's downfall when he attempted to push the company's **stock** price higher than the value of its **assets**; this eventually led to the collapse of the company. Richard Cantillon, a well-known English economist at the beginning of the 17th century, understood Law's mistake. Cantillon developed one of the first entrepreneur definitions. He is regarded by some researchers as the founder of the term. He viewed the entrepreneur as a risk taker because merchants, farmers, craftsmen, and other sole proprietors *"buy at a certain price and sell at an uncertain price, therefore operating at a risk. »*

## 18TH CENTURY

Finally, in the 18th century, the person with capital was differentiated from the one who needed capital. In other words, the entrepreneur was distinguished from the capital provider (the present-day venture capitalist). One reason for this differentiation was the industrialization occurring throughout the world. Many of the inventions developed during that time were reactions to the changing world, as was the case with Thomas Edison, the author of many inventions.

He was developing new technologies but was unable to finance his inventions himself. Edison raised capital from private sources to develop and make experiments in the fields of electricity and chemistry. Edison was a capital user (an entrepreneur), not a provider (a venture capitalist). In contrast, a venture capitalist is a professional money manager who makes risk investments from a pool of **equity capital** to obtain a high rate of return on the investments.

## 19TH AND 20TH CENTURIES

In the late 19th and early 20th centuries, entrepreneurs were frequently not distinguished from managers and were viewed mostly from an economic perspective.

Andrew Carnegie is one of the best examples of modern entrepreneur. Carnegie invented nothing. Using new ideas he developed new technology into products to achieve economic results. Carnegie, who descended from a poor Scottish family, made the American steel industry one of the wonders of the industrial world, primarily thanks to his ability to win competition, rather than his inventiveness or creativity.

In the middle of the 20th century, the notion of an entrepreneur as an innovator was established: *The function of the entrepreneurs is to recreate or revolutionize the pattern of production by introducing an invention or, by using new technological possibilities for producing a new **commodity** or producing an old one in a new way, by opening a new source of supply of materials or a new **outlet** for products; by reorganizing an old industry and creating a new one...*

In this definition the concept of innovation and newness is an integral part of entrepreneurship. Indeed, innovation, the act of introducing some new ideas, is one of the most difficult tasks for the entrepreneur. It needs not only the ability to create, but also the ability to understand all the forces at work in the environment. The newness can consist of anything from a new product to a new organizational structure.

Edward Harriman, who reorganized the railroad in the United States, or John Morgan, who developed his large banking house by reorganizing and financing the nation's industries, are examples of entrepreneurs fitting this definition.

These organizational innovations are as difficult to develop successfully as the more traditional technological innovations (transistors, computers, lasers) that are usually associated with the word invention.

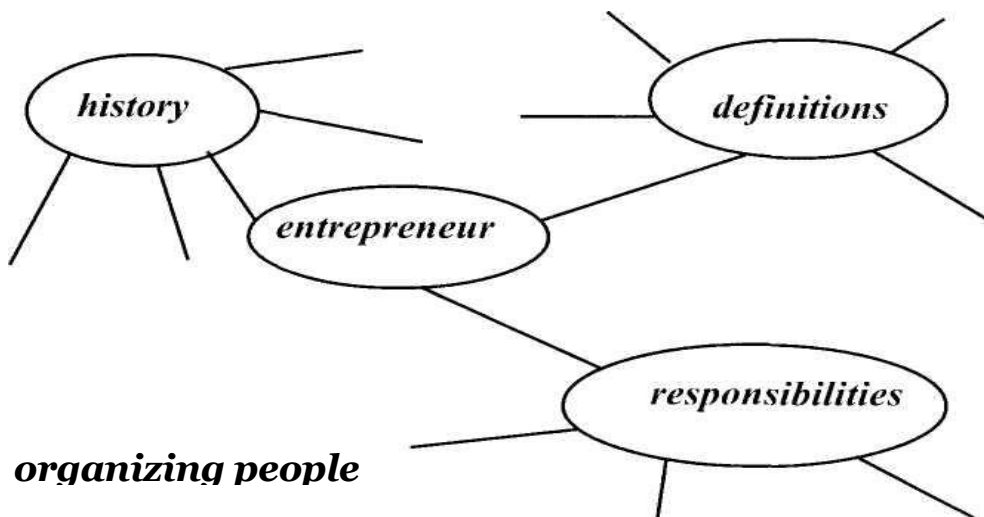


This ability to innovate is an instinct that distinguishes human beings from animals. The instinct can be observed throughout history, from the Egyptians who designed and built great pyramids out of stone blocks weighting many tons each, to laser beams, supersonic planes and space stations. While the tools have changed with advances in science and technology, the ability to innovate has always been present in every civilization.

### **Answer the questions:**

- 1. What are the main functions of an entrepreneur?***
- 2. What period of time was the most suitable for the development of entrepreneurship? Why?***
- 3. In your opinion what is more important for being an entrepreneur-financial independence or inventiveness and imagination ? Explain your point of view.***

- 2. Build a mind map to summarize the main facts and ideas of the**



### **3. Role play**

## "Interviewing a specialist in the history of the economy".

First, work in pairs. You are students studying business. You are going to meet a specialist in the history of the economy and ask him questions about the history of entrepreneurship. Make up a list of about 10 questions.

Then work in groups. Choose one student from the group who will be a specialist and interview him.

## Communication workshop

### First contact

? What do you do and say when you meet someone for the first time?

1. Look at the table. Here you can find some useful phrases to introduce yourself and others. Say whether they are formal or informal.

Greetings	Responding to greetings
Good morning (afternoon, evening) Hello. Hi. How are you? How are you getting on? How are things with you? I haven't seen you for ages! How are you?	I'm very/quite well, thank you. Not too /so bad, thank you. A bit tired, otherwise all right. O.K., thanks. Not very well, I'm afraid. I've got a bad cold.
<b>Introductions</b> My name is ... I'm ... (job, position) Let me introduce myself. We haven't met before. I'm ... I'd like to introduce you to ...	<b>Responding to introductions</b> How do you do. My name is ... Nice to meet you. Mine's ... Glad to meet you. Happy to meet you. Pleased to meet you.

<b>Leave-taking</b> I'm afraid I must be going. It's time I was going off. I'm a bit of a hurry. I must be off, I'm afraid. It's been nice meeting you. Hope to see you again. Nice meeting you.	<b>Saying goodbye</b> Good-bye Good-bye for now. Bye-Bye. See you later. Al the best. <b>If you want to be remembered to some other people (friends, members of family, acquaintances), use these phrases:</b> Please give my regards to ... Remember me to ... Give my love to ...
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2. In your opinion which of the phrases above are formal and which are informal ? Mark formal phrases with F.

## Listening

Listen to the dialogues below and complete the missing information.

a) *Mrs. Joseph:* Good morning, Mrs. Green.

*Mrs. Green:* Good morning ..... ?

*Mrs. Joseph:* Very well, thank you. And you?

*Mrs. Green:* I'm afraid, .....

*Mrs. Joseph:* Oh, dear, sorry to hear that.

b) *David:* Hi.

*Jean:* Hello, David ..... ?

*David:* ..... And how are things with you?

*Jean:* Oh, more or less the same as usual.

c) **Peter:** Susan, ..... to Julie Foster. Julie, this is Susan Gray.

**Julie:** Hello .....

**Susan:** Pleased to meet you too.

d) **Mr. Johnson:** I'm afraid .....

**Mr. Stan:** Must you really?

**Mr. Johnson:** Yes, I'm afraid so. I've got some urgent work to do.

**Mr. Stan:** Well, .....

**Mr. Johnson:** Good-bye.

**Mr. Stan:** Good-bye ..... your wife.

**Mr. Johnson:** Thank you. I will.

## 5. Complete the conversation between George Addison and Annette Ricardo.

Make up questions from the words in brackets.

**Annette:** Hello (1) \_\_\_\_\_ ? (Mr/you/are/Addison?)

**George:** That's right. George Addison.

**Annette:** Nice to meet you. Let me introduce myself- I'm Annette Ricardo, from Brazil.

**George:** Glad to meet you, too (2) \_\_\_\_\_ ? (from/are/you/Rio?)

**Annette:** Yes, I am. (3) \_\_\_\_\_ ? (country/what/you/ from/are?)

**George:** I'm from the USA. I work in telecommunications. Here's my business card.

**Annette:** Really? (4) \_\_\_\_\_ ? (it/sector/interesting/in/work/ to/this/is/business?)

**George:** Yes it is. I run my own company and it is very profitable. (5) \_\_\_\_\_ ? (do/what/you/do?)

**Annette:** I work for Pele a Brazilian coffee manufacturer.

**George:** Oh, coffee is my favorite drink.

**Annette:** (6) \_\_\_\_\_ ? (you/some/like/ coffee/ would?)

**George:** With pleasure.

## 5. Make appropriate introductions in the following situations.

- a) You are at a company party. You see a head of marketing department who you would like to be introduced. Let somebody introduce you.
- b) You have just arrived at a restaurant. Your partner doesn't know your colleagues. Introduce them.
- c) At an informal lunch introduce yourself to the daughter of a colleague.
- d) You are at a conference. Introduce yourself to a person you want to discuss his report with.



### CULTURAL CORNER

#### Names and titles

The Americans are famous for their early use of first names in any relationship, however formal. You can notice how often Americans repeat your name in the first five minutes of conversation. The British also use first names most of the time. However, they are not good at remembering names and will soon use no name at all! In some cultures it is important to address someone using their title - for example Doctor, Professor.

### Forms of address

**Mister (Mr)** - to a man e.g. **Mister Johnson, Mr. Smith**

**Missis (Mrs)** – to a married woman e.g. **Mrs. Green**

**Miss** – to unmarried woman e.g. **Miss White**

**Ms [ miz]** – to a woman not depending on her marital status e.g. **Ms lee**

**Sir** – to a man

**Madam** – to a woman (ma`am)

- a) to unfamiliar people;
- b) to clients in a restaurant;
- c) to customers.

**Doctor (Dr)** - to a medical doctor;

- to a person with the degree of Doctor of philosophy or Doctor of Science (the surname is always include) e.g. **Dr Brown.**

**Officer** - to a police officer e.g. **officer Drake**

**Father** – to a priest e.g. **father Graber**

**Professor** – to a University teacher at the highest level e.g. **professor Wilson**

**1. Choose the best form of address in the following situations:**

a) When you address a middle-aged man whose name you don't know, you say:

- 1) **Mister**      2) **Sir**      3) **Excuse me please.**

b) You are a shop assistant and you need to address your customer, a woman:

- 1) **Lady**      2) **Madam**      3) **Miss**

c) If you want to address an American tourist (Jane Hardly) whom you have known for a few days, you say:

- 1) **Madam**      2) **Ms Hardly**      3) **Jane**

d) If you want to address a visiting English teacher called Helen Parker, aged 25-30 (unmarried), you call her:

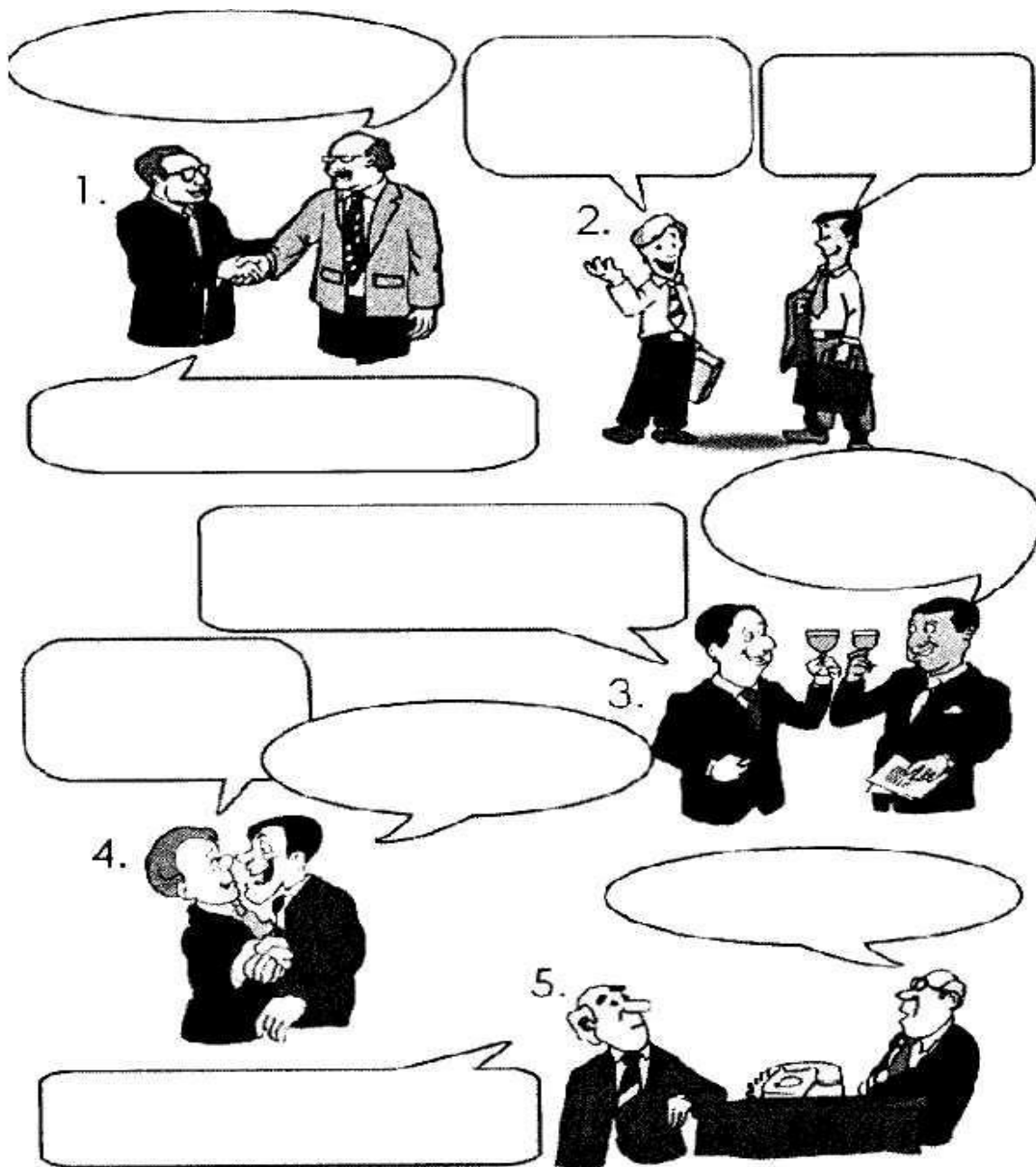
- 1) **Helen**      2) **Miss Helen**      3) **Miss Parker**

**?** Discuss how you address colleagues, customers, bosses, friends and family in your culture.

**What are they saying?**

**2. Pair work.**

**Write a short conversation between two people talking. Each statement should have at least 6 words or more. Act these conversations out.**



## SUCCESS IN BUSINESS



? 1. Discuss the following problems.

*a) Is the job of a businessperson popular in your country? Why?*

*b) Could you describe a typical entrepreneur working in the sphere of business using the following tips:*

- *Age*
- *Sex*
- *Background*
- *Marital status (married, single, divorced)*

*c) Why do you think people are interested in doing business?*

*Look at the following factors and choose among them. Can you add any more reasons?*

- |  |                                  |
|--|----------------------------------|
| - communicating with people              | - traveling abroad               |
| - participating in different Exhibitions | - meeting new interesting people |
| - making money                           | - enjoying the job itself        |

*d) What companies or people do you know that succeed in business?*

**5. Read the following quotations and decide which of them can be best applied to business.**

«The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will»

**Vince Lombardi**

“Life is like riding a bicycle. You don't fall unless you stop pedaling”

**Claude Pepper**

“If you think you can, you can. And if you think you can't you're right”

**Mary Kay Ash**

«Success, remember, is the reward of hard work»

**Sophocles**





## Reading

Read the article about the successful businessman Richard Shen. Give the article a headline according to the content.

Before reading study the following words:

**To manage** – управляти

**To expand** – розширювати

**Annual sales** – щорічні продажі

**A market** – ринок

**A customer** – покупець

**An employee** – службовець у компанії

**Entrepreneur** – підприємець

**A sales representative** – торгівельний

представник



Richard Shen's success story illustrates how much effort it takes to transform a good idea into a successful business. Shen is one of those rare **entrepreneurs** who has the skills to **manage** and **expand** his business. Shen **set up** his company at 18 by selling his truck and using \$1,200 to open

Audio Chamber International. Now it produces high-quality stereo systems and installs them in vehicles that range from VW bugs and Cadillacs to helicopters and boats. The products of this company **are in great demand** in spite of very high competition. Shen does business with many countries.

His company is very profitable. Audio Chamber's one store has **annual sales** of between \$1 million and \$2 million.

Shen says that every success is built on the ability to do better than good enough. He doesn't understand why so many new businesses fail. "What I do is not that big of a deal - I'm simple, and I work hard", he says. Working hard for Shen means working 18 hours a day. "You have to listen to your **market**", says Shen. "This means **customers** and **employees**. You must take care of them."

Each customer receives personalized attention and each **sales representative** respects the **clients**.

Selling stereo equipment is not Shen's only goal. "To succeed in business I have to be **responsible**, be an example and show others the correct way of making a life", Shen mentions. "Business is not just making money - it's a pleasure to communicate with people and to feel that they need you."

Now Shen is a very successful **entrepreneur** who inspires confidence in a number of people who work for him.

**? Answer the following questions.**

- When did Shen set up his first company?
- What does this company do?
- What is Shen's attitude to his customers and employees?
- What does he do to succeed in business?

### Pair work

Study your role cards. Act out the conversation.



Student A	Student B
Imagine that you are Richard Shen. A journalist will interview you about your career. Answer his/her questions.	You are a journalist from Financial News. Introduce yourself to Richard Shen and interview him about his career.

**1. Look at the article again and find words to match these definitions.**

- a person who buys something from a shop. \_\_\_\_\_
- a person who works for somebody or for company in return for money \_\_\_\_\_
- to make decisions in a business or an organization, to organize people, keep them under control. \_\_\_\_\_
- a person who travels around an area selling his company's goods. \_\_\_\_\_
- to be very popular (about product or service). \_\_\_\_\_

**2. Put the words and expressions from the box into the gaps in the proper form.**

A customer    an entrepreneur  
to be in great demand    profitable    to expand

A company has decided to open a new consulting center to give advice to their ..... about new services.

If a small company wants to earn more money and attract more customers, it must ..... it's business.

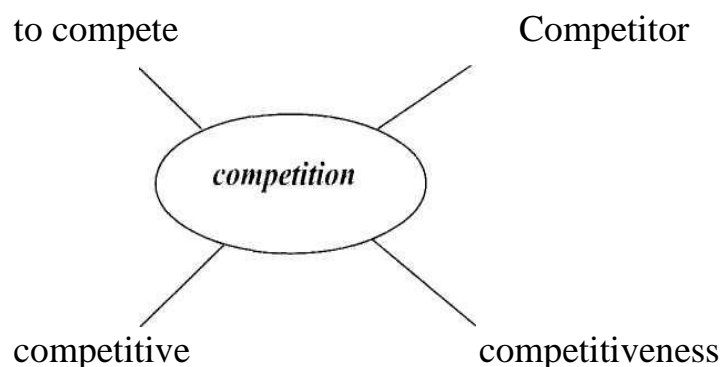
3. The new technologies are developed very fast and we can see that different mobile phones, notebooks and computers .....nowadays.

4. If you want your company to be.....you must take care of your employees.

5. We call ..... a person who starts and manages a business and has all the responsibility for its development, growth and survival.

**3. How many words derived from the word SUCCESS can you find in the text above? Write these words out and make up sentences with them.**

**4. Look at the word family for the word competition. Look up in a dictionary the words you don't know.**



**Now put these words into the gaps below:**

a) McDonald's and Kentucky Chicken often ..... with each other for their customers.

b) There are many ..... products on the market today. It is not easy task to choose the best one.

c)Our firm is proud that we provide better service than our.....

d)One of the most important tasks of Ukrainian companies is to raise the.....of their products in the world market.

e)Due to .....companies provide goods and services of higher quality because they don't want to lose their clients.

**5.Build word families for each of these words. Compare your answers with others in the group.**

**to manage      a profit**  
**a representative**

**6. Match the words from the column A with their synonyms from the column B.**

<b>A</b>	<b>B</b>
1. a competitor	a) to enlarge
2. a company	b) a consumer
3. to set up	c) a businessperson
4. to expand	d) a firm
5. an entrepreneur	e) a rival
6. a customer	f) to found

### **Individual assignment**



**Reading. Read the text and do exercise below.**

**Before reading study the following words:**

**Effectiveness** – ефективність

**To eliminate** – виключати

**To affect** – впливати

**Junk food** – некорисна їжа з великою кількістю калорій (суррогатна їжа)

**Flywheel** – махове колесо

**Brisk** – жвавий, моторний

**To embrace** – сприймати, обніматися

**To boost confidence** – розвивати впевненість у собі

**Accomplishment** – досягнення

**Time-waster** – поглинач часу

**Pest** – паразит

**Inner voice** – внутрішній голос

**To implement** – виконувати

**Persistent** – упертий, наполегливий

**Goal** – ціль

## **Balance is the Key to Success**

1. Long-term effectiveness is in balance. Get your life organized.

Try you eliminate or minimize things that affect you in a negative way.

Live a healthy lifestyle and maintain your health.

Give up junk food and unhealthy habits like instant coffee and cigarettes.

To keep your “flywheel” spinning, develop some healthy habits, for example, go for a brisk walk every day.

2. Set realistic goals and priorities and write them down. It helps to stay focused.

Spend 10-15 minutes in the morning planning your day. Focus on the **priorities**. **Invest** in your health, **knowledge** and skills. Take one step at a time.



Keep looking for possibilities and developing useful skills.

The more skills you have the more **competitive** and marketable you are.

Generally people who do what they like are healthier, happier, look better and live longer than those who do not.

Choose a profession you like, but make sure that it is **in demand**.

**Embrace** change — constantly **adapt** to the changing business **environment**.

4. Read for about an hour every day on a **subject** that interests you.

Learn a couple of new English words every day.

Write a couple of paragraphs in your journal or diary every day.

5. Believe in yourself no matter what. It is important to **boost confidence**.

Look in the mirror every morning and say:

"I am **special** and **unique**. I am designed for **accomplishment** and success."

Bring positive things and variety into your life.

Try to deal more with positive thinking people.

Put yourself in the 'fun-zone' from time to time.

6. **Network on purpose**. Try to **get acquainted** with a new interesting person every

day. Start up a **conversation** with a **stranger** sometimes.

**Treat** others the way you want to be treated.

Be **open-minded** — you might learn something useful.

Learn from others and be creative.

7. Learn from mistakes and **failures**, and don't **waste** time on useless regrets. (*One of the ways to avoid repeating your mistakes in the future is to make a list of them in your journal and look through it from time to time.*) Learn to recognize '**pests**' and **time-wasters** and **avoid** them.

8. Listen to your **inner voice** and try to keep your life as simple as possible. Spend 30 minutes cleaning and organizing your home and office every day.

**9. Implement** or **put into practice** your **decisions** and plans.

Monitor your progress and be persistent in achieving your goals.

**Find the words in the article which match the following definitions:**

Spin   unique   network  
Decision   knowledge   Priority

a) making up your mind; ability to make up your mind. \_\_\_\_\_

b) right to be first; thing which has to be done first. \_\_\_\_\_

c) interconnecting system ( of railways, etc.); radio/TV system. \_\_\_\_\_

d) action of turning round and round;

e) what is generally known.

f) So special that there is nothing similar to it.

## BUSINESS RISKS



Many **people** have the image of entrepreneurship as a «high risk» activity. And the fact is, practically **every** business involves some risks. However, successful entrepreneurs actively work to reduce their risks as much as possible.

*In your opinion why is it risky to run your own business? Do you know what has to be done to succeed?*

### 1. Pair-work

With a partner read the following quotations describing some of the sacrifices made by people who have started their own business. Decide which of these you would be prepared to accept and which you would not.

At the beginning it was eighteen hours of work a day, seven days a week

I had to sell my house in order to get enough money to start the business.

I'm earning less than half of my previous salary after eighteen months in business.

When I started, my three kids were in school and I had to mortgage our home and put every cent that I had into the business.

2. Look at the following questions to be asked before starting any business and complete them with the question words from the box.

How	How	How	What	What	What	Why
-----	-----	-----	------	------	------	-----

1. .... am I now?
2. .... do I want to run my own business?
3. .... do I want to achieve in life?



4. .... do I get on with other people?
5. .... good organizer am I?
- 6 .... experience do I have in the proposed area of business?
- 7 .... much help will need from my family or friends?



### **BUSINESS WITH FUN**

**Read the following joke:**

On the first day the son of the entrepreneur joined the family firm, the founder took him on to the roof of the factory building and said, "I am going to give you your very first lesson in business. Stand on the edge of the roof." Reluctantly, the boy went to stand on the edge of the roof. "Now," said his father, "when I say, «Jump,» I want you to jump off the roof."

"But, Dad," said the boy, "there's a huge drop!"

"Do you want to succeed in business?"

"Yes, Dad."

"And you trust me, don't you?"

"Yes, Dad."

"So do as I say and jump."

The boy jumped. He crashed to the ground and lay there, winded and braised. His father went racing down the stairs and ran up to him. That was your first lesson in business, son, "Never trust anyone."

**? Discuss the following questions.**

- *Do you agree or disagree with the father's advice on how to succeed in business?*
- *Is it possible to do business without trust?*
- *What advice would you give to your child if you were on the father's position?*

### Individual assignment

Do the Quiz and see if you could be a successful entrepreneur.

For each of the following questions, tick the answer, which comes closest to what you feel about yourself.

<p><b>1. Are you a self-starter?</b></p> <p>a. I only make an effort when I want to.</p> <p>b. if someone explains what to do, then I can continue from there.</p> <p>c. I make my own decisions, I don't need anyone to tell me what to do.</p>	<p><b>9. Can you stay the course?</b></p> <p>a. The biggest challenge for me is getting a project started.</p> <p>b. if I decide to do something, nothing will stop me.</p> <p>c. If something doesn't go right I lose interest.</p>
<p><b>2. How do you get on with other people?</b></p> <p>a. I get on with almost everybody.</p> <p>b. I have my own friends and I don't really need anyone else.</p> <p>c. I don't really feel at home with other people.</p>	<p><b>10. Are you motivated by money?</b></p> <p>a. For me, job satisfaction can't be measured in money terms.</p> <p>b. Although money is important to me, I value other things just as much.</p> <p>c. Making money is my motivation.</p>
<p><b>3. Can you lead and motivate others?</b></p> <p>a. Once something is moving I'll join in.</p> <p>b. I'm good at giving orders when I know what to do.</p> <p>c. I can persuade most people to follow me when I start something.</p>	<p><b>11. How do you react to criticism?</b></p> <p>a. I dislike any form of criticism.</p> <p>b. If people criticize me I always listen and may or may not reject what they have to say.</p> <p>c. When people criticize me there's usually some truth in what they say.</p>
<p><b>4. Can you take responsibility?</b></p> <p>a. I like to take charge and to obtain results.</p> <p>b. I'll take charge if I have to</p>	<p><b>12. Can people believe what you say?</b></p> <p>a. I try to be honest, but it's sometimes too difficult to explain things to other people.</p>

but I prefer someone else to be responsible.

c. Someone always wants to be the leader and I'm happy to let them do the job.

### 5. Are you a good organizer?

a. I tend to get confused when unexpected problems arise.

b. I like to plan exactly what I'm going to do.

c. I just let things happen.

### 6. How good a worker are you?

a. I'm willing to work hard for something I really want.

b. I find my home environment more stimulating than work

c. Regular work suits me but I don't like it to interfere with my private life.

### 7. Can you make decisions?

a. I'm quite happy to execute other people's decisions.

b. I often make very quick decisions which usually work but sometimes don't.

c. Before making a decision I need time to think it over.

### 8. Do you enjoy taking risks?

a. I always evaluate the exact dangers of any situation.

b. I like the excitement of taking big risks.

c. For me safety is the most important thing.

b. I don't say things I don't mean.

c. When I think I'm right, I don't care what anyone else thinks.

### 13. Do you delegate?

a. I prefer to delegate what I consider to be the least important tasks.

b. When I have a job to do I like to do everything myself.

c. Delegating is an important part of my job.

### 14. Can you cope with stress?

a. Stress is something I can live with.

b. Stress can be a stimulating element in business.

c. I try to avoid situations which lead to stress.

### 15. How do you view your chances to success?

a. I believe that my success will depend on factors outside my control.

b. I know that everything depends on me and my abilities.

c. It is difficult to foresee what will happen in the future.

### 16. If the business was not making a profit after five years, what would you do?

a. give up easily.

b. give up reluctantly

	c. carry on.
--	--------------

Sum up your score using the following chart.

1	a=0	b=2	c=4	9	a=2	b=4	c=0
2	a=4	b=2	c=0	10	a=0	b=2	c=4
3	a=0	b=2	c=4	11	a=0	b=4	c=2
4	a=4	b=2	c=0	12	a=2	b=4	c=0
5	a=2	b=4	c=0	13	a=2	b=0	c=4
6	a=4	b=0	c=2	14	a=2	b=4	c=0
7	a=0	b=4	c=2	15	a=0	b=4	c=2
8	a=2	b=4	c=0	16	a=4	b=2	c=0

Read the characteristics below and see if you can be a real entrepreneur.

### 44 or above

You definitely have the necessary qualities to become the director of a successful business. You have a strong sense of leadership, you can both organize and motivate and you know exactly where you and your team are going.

### between 44 and 22

You may need to think more carefully before setting up your own business. Although you do have some of the essential skills for running business, you will probably not be able to deal with the pressures and strain that are a part of the job. You should perhaps consider taking some professional training or finding an associate who can compensate for some of your weaknesses.

### below 22

Managing your own company is not for you. You are better suited to an environment where you are not responsible for making decisions and taking risks. To operate successfully you need to follow well defined instructions and you prefer work that is both regular and predictable.

**Written task. In 130-150 words give a description of a businessman or a businesswoman. Use the quiz above as the basis for your essay.**

**Look through the following article in Ukrainian. Say in English what major problems are raised in it.**

### **Малий бізнес як запорука стабільності суспільства.**

Як сказав мудрець, є два способи нагодувати людину — дати їй рибу або дати вудку, щоб вона могла ловити її самотужки. Немає потреби коментувати, який шлях результативніший. У процесі структурних перетворень ми зіштовхнулися зі значними трансформаціями робочої сили й серйозним безробіттям. Такі проблеми жодна держава не може розв'язувати без розвитку малого й середнього бізнесу. І мова сьогодні не тільки про те, щоб допомагати окремим підприємцям. Нам необхідна ефективна державна політика в цій сфері. Безумовно, у країні досягнуто певного прогресу в становленні малого й середнього бізнесу. Зростає кількість підприємств і людей, що працюють на них; успішно діють бізнес-центри, бізнес-інкубатори, технопарки, консультативні центри. Можна сказати, що "критичну масу" малого підприємництва в цілому сформовано.

#### **4. Match the following expressions in Ukrainian with their English equivalents:**

- |   |   |
|---|---|
| 1. процес перетворень                   | a) to solve the problems                        |
| 2. безробіття                           | b) effective state policy                       |
| 3. ефективна державна політика          | c) the most efficient way                       |
| 4. досягти прогресу                     | d) unemployment                                 |
| 5. розвиток малого й середнього бізнесу | e) process of transformation                    |
| 6. розв'язувати проблеми                | f) to achieve the progress                      |
| 7. найрезультативніший шлях             | g) the development of small and middle business |

**5. Give the summary of the article in English. The following words and expressions will help you:**

- The title of the article is...

- The main problem discussed in the article is...
- The author thinks that...
- The article is devoted to the problem of...
- The main idea of the article is...
- In conclusion the author says (insists, sums up) that...

### Individual assignment

Visit the Internet sites [www.infoplease.com](http://www.infoplease.com), or [www.woopidoo.com/ biography/](http://www.woopidoo.com/biography/) and find the biographies of famous and successful businesspeople. Choose one of them and write a short career profile.

### **PROJECT WORK**

1. Imagine you are a successful businessperson. You are going to write your own career profile. Before doing this think, what steps you should take to start your own business.
2. Answer the following questions:
  - Where did you take money for your business?
  - When did you start your business?
  - What product or service do you produce?
  - Why is your product or service successful?
  - Who are your competitors?
  - Who are your customers?
  - What do you do to succeed in business?
3. Now **write your own career profile**.

### **COMMUNICATION WORKSHOP**

## Getting to know each other.

? What do you do and say when you meet someone for the first time?

? What do businesspeople talk about during the first meeting?

Underline your choices.

The weather

the city/place they are in

Sport

other cities/countries

Their jobs

their salaries

Holidays

politics

1. Which of the following tips do you think are important to make a good conversation? Tick your choices and add suggestions.

1. listen carefully

2. give only "yes" or "no" questions

3. show interest and ask questions

4. both listen and talk

5. answer questions and add extra information

6. only ask questions if you are the host

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

**2. Look at the table below. You can see four main topics that are used to maintain the conversation and to get to know your business partner better. For each of these topics write several questions you may ask your partner.**

<b>Jobs</b>	<b>Family</b>
<b>Spare time</b>	<b>Origins</b>

### 3. Listening

Complete the table above with the questions from the tape.

#### Tapescript 6

**Origins:** Where are you from? Where do you come from? Where do you live? Where were you brought up?

**Jobs:** What company do you work for? What line are you in? What business sector do you work in?

**Family:** Are you married? Have you got a large family? How many children do you have? What are their ages? What does your wife/husband do?

**Spare time:** What do you do in your free time? What is your hobby? Where do you usually go during your summer vacation? Do you like jogging? (listening to the music, reading). What kind of music (books) do you prefer?

### 4. Pair work

Now practice asking and answering questions on these topics.

Jobs

Family

Spare time

Origins

Any other topics that interest you.

### 5. Pair work



**Work in pairs. Read the situation below. Distribute the roles and act them out in a dialogue.**

You both work for Tent Corporation but haven't met before. You have been called to a meeting. You each arrive to find just one colleague present. You need to get to know each other. Try to find something you have in common..

<b>Student A</b>	<b>Student B</b>
You are in Information Technology. You work for the Ukrainian subsidiary. You are visiting Europe to learn more about the IT systems used in European subsidiaries. You were born in Moscow, Russia and were brought up in Ukraine. You studied computer science at Stanford University in America. You are married with two children. You love sport; you play tennis and golf; you watch as much football as possible. You're no longer so interested in music, although when you were younger, you played electric guitar in a pop group.	You are in Sales. You work at the headquarters of Tent Corporation in the UK. You were born in Scotland but brought up in the south of England. You studied economics at Stanford University. You are not married but you live with your partner. In your spare time, you go to the cinema a lot, sometimes to the theatre. You love music, especially opera. You are not very interested in sport. When you were younger, you used to be the drummer in a rock band.

## **6. Group work**

**Working in groups of three or four participants. Imagine that you have met for the first time. You are waiting for a bus to take you to a conference hall. Use the time to get to know each other.**



Some topics may be considered taboo in some cultures. In the UK, many people avoid the topic of religion. This may be because Britain is a country where religion has a relatively minor role, or it may be because British people regard someone's religious beliefs as very personal. A stereotype of the Americans is that they ask you how much money you earn quite soon after meeting you. This is certainly not generally true. However, Americans tend to be more open about money and its importance. Death is taboo subject in many cultures; people reluctantly discuss anything connected with the end of their lives! Politics also can be a delicate subject in some parts of the world.

## **? Do you know what topics are considered taboo in Ukraine?**

### **1. Choose the best word to fit the gap.**

1. It's important to understand how other cultures behave so you don't cause

\_\_\_\_\_.

*A offence      B problem      C disaster      D behavior*

2. In some countries it is quite \_\_\_\_\_ to use the correct title when talking to business colleagues.

*A offensive      B likely      C formal      D tricky*

3. Having good \_\_\_\_\_ may help you to make deals more easily.

*A entertaining      B manners      C demonstrations      D handshaking*

4. If someone looks me straight in the eyes without \_\_\_\_\_ I tend to think they are honest.

*A yawning      B burping      C blinking      D sniffing*

5. Your body \_\_\_\_\_ usually gives other people information about how you really feel.

*A appearance      B impression      C language      D relationship*

### **2. Fill in the gaps with the correct nationality.**

1. He lives in Holland so he must be \_\_\_\_\_.

2. She comes from the USA so I think she's \_\_\_\_\_.

3. They speak French so they could be \_\_\_\_\_ or \_\_\_\_\_ (France/Canada).
4. He's a \_\_\_\_\_ but he can't speak Spanish.
5. I became a \_\_\_\_\_ citizen when I married a woman from Hungary.

### 3. Complete the table:

Country	Nationality	Language
Italy		
		Mandarin
	Japanese	
Poland		
	Spaniards	
		Greek
	Belgian	
		Portuguese
The USA		
	Ukrainian	
	Englishman/woman	
Sweden		
	Swiss	
The Netherlands		
	Danish	

### 4. Answer the following questions:

- What products are these countries famous for?
- Products of which country do you prefer buying?
- What country would you like to do business with? Why?

### 5. Pair-work.

Do the AROUND THE WORLD quiz. Test your knowledge of international customs and etiquette with the help of this quiz. Circle the answer you think is correct.

## AROUND THE WORLD

## 1.China

**You're invited to someone's house. Which of these may cause offence?**

- a)Blowing your nose.
- b)Refusing an offer of food.
- c)Not removing your shoes before entering.

## 2.Saudi Arabia

**You want to hire a car to tour the country. Is this permitted?**

- a)Yes, but you must take a driving test first.
- b)Yes, but only if you're a male.
- c)No, tourists have to travel by camel.

## 3.Finland

**You're planning to relax in a Finnish sauna. What should you wear?**

- a) Nothing
- b)A toweling robe.
- c)A bath hat

## 4. Nepal.

**While traveling you want to photograph local villagers. Is this allowed?**

- a)Yes - the Nepalese love being photographed.
- b)No- their religion forbids it.
- c)Yes, but you must ask permission first.

## 5. Cyprus

**On a village tour, a local offers you glyco. You should**

- a)Eat it - it's a local dessert.
- b)Ride it - it's a type of bicycle.
- c)Wear it - it's a national hat.



## 6. Morocco

**You'd like to visit some mosques but are you allowed to go inside?**

- a) Yes, but you have to take your shoes off.
- b)Yes, you don't have to take your shoes off.
- c) You mustn't enter unless you're a Muslim.



## 7. Thailand

**On a bus, the only free seat is next to a Buddhist monk. Should you take it?**

- a) Yes, but only if you're a male.
- b) Buddhist monks aren't allowed to travel by bus.
- c) Yes, but you must bow first.

## **8. Italy**

**You'd like to visit the duomo (cathedral) on a hot day. To show respect, what should you cover?**

- a) Your guidebook.
- b) Your thighs and shoulders.
- c) Your head and ears

## **Tapescript 7**

### **Cultural corner**

#### **Quiz**

1. In China it's considered impolite to refuse food. Even if you are not hungry, it is better to try a piece of snake or baked cockroach not to offend your hosts.
2. People in Saudi Arabia don't bother with the problems of equal opportunity for men and women. That's why women are still forbidden to drive in this country. So if you are a man, you are lucky.
3. It is considered unhygienic to wear anything if you want to relax in a Finnish sauna.
4. The Nepalese, like many other cultures, are sensitive about having their photos taken. So, hide your cameras and enjoy natural communication.
5. A glyco is a traditional dish, given as a welcome to visitors in Cyprus. It's impolite to refuse it or offer money for it.
6. Non-Muslims are not allowed to go inside Moroccan mosques.
7. Buddhist monks are forbidden to touch or to be touched by females. If

you want to visit a cathedral in Italy, you should avoid wearing shorts or miniskirts, or showing bare shoulders.

**6. Complete the text using one word for each gap which you think fits best. This may be different parts of speech: prepositions, verbs etc.**

Doing business with people of other nationalities involves more than learning foreign languages. There are often cultural differences (1).....people of different national backgrounds. These differences sometimes complicate business relationships (2) .....negotiations. It (3) .....important to be aware (4).....your own cultural tendencies as well as those of your business partners.

The areas which we need to be aware (5).....include body language, gestures, socializing customs, attitudes (6).....punctuality and dress. It is useful to know, (7) ..... example, that the British (8) .....hands less often than other European people, that Americans (9) .....first names (10)..... of ten than many other nationalities and that the Japanese (11).....that harmony and consensus (12)..... very important.

We (13).....find out about other (14) .....by reading and talking to (15).....with experience. When we (16) .....other countries, it is important to (17) .....good observers and listeners. We (18) .....avoid criticizing other cultures and realize that we all have similar problems but (19).....ways of dealing with them.

**Individual assignment**

**1. Write several tips for foreigners who want to visit Ukraine what topics it is better to avoid while speaking with Ukrainian people.**

**2. Prepare a brief report about the topics, which are considered taboo in the following cultures:**

*American culture, Asian culture, European culture*

## Unit 3

### Women in business

? Discuss the problem.

1. *Look at the statement below. Do you agree or disagree with them?*

*Discuss these statements with a class.*

- Women's place is at home.
- Women can't do business because they are born to take care of children.
- Women don't want to be in business because they are too lazy.

**Express your opinion with the help of expressions from the "Useful Language" box.**

### Useful Language

Opinions, Preferences:	Disagreeing:
I think...	I don't think that...
In my opinion...	I don't agree
I'd like to...	But what about...

I'd prefer...

The way I see it...

I'm pretty sure that...

I strongly believe that...

**Giving**

The reason why I think so is...

That's why...

I can give some examples...

To support my viewpoint I'd like to describe some facts...

Frankly, I doubt if...

I strongly disagree

Shouldn't we consider...

It would be better...

**offering explanations:**

**2.What were the most interesting ideas and the most persuasive thoughts of your groupmates?**

**3.Now express your own opinion on each statement in the written form starting with the following phrases:**

- I don't think that...

-I'm pretty sure that...

- Don't you think it would be better...

- Many people think....

-I strongly believe that...



**Reading**

**Read the article concerning the situation with women's employment in the UK. Are there any special women's problems in Ukrainian business?**

**Before reading study the following words:**

**Equality** – рівність

**Poverty** – бідність

**Average income** – середній прибуток

**Survey** – опит



## Career ladder –службові сходи

### Poverty and slow promotion for women

Mary Robinson, former Irish president and senior UN official, is the exception. There might be much talk of the age of **equality**, but according to a report by the Equal Opportunities Commission, women are still discriminated in the workplace and in society in general.



The report says that women continue to face a life of **poverty**. Women over 40 receive less than half of men's **average incomes**. Research also found that women who took a career break to look after a member of the family found that their lower pay made it harder for them to safeguard their income when they were out of work.

The EOC report comes a day after the United Nations issued its **survey** on women employed by Western firms. While women make up 40 per cent of the labour force and outnumber men on the lower rungs of the **career ladder**, less than 3 per cent are in top management jobs.

The survey also revealed that women were fighting a losing battle against sexual discrimination.

«Almost universally, women have failed to reach leading positions in major corporations and private sector organisations,» said the survey's author Linda Wirth. «The higher the position, the bigger the gender gap».

### ? Discuss the following problems.

1. *Why do women earn less money than men doing the same job?*
2. *What should be done to improve this situation?*

### Listening

**1. Listen to different people talking about career opportunities for women for the first time and say who speaks about:**

1. lack of women's desire to achieve goals;
2. the only duty of women to bring up children;
3. lack of opportunity for an attractive woman to obtain a high level position;
4. the necessity for women to take care of their children;
  
5. those people who can achieve success in business

**Women in business**

Tapescript 8

- a) My name's Mary. I am a Canadian woman working in Paris. The difference I notice here is that it is very difficult for a woman to obtain a high position unless she is extremely tough and not very attractive. In my industry - technology you rarely see an attractive woman at a high level position. For a young woman, like myself, who is very ambitious and wants to succeed, I find that being somewhat attractive immediately impedes my chances of success.
- b) I'm Josef from Germany. I think the biggest obstacle to women's careers is people's attitudes. Society expects women to take the responsibility of looking after the family, while men earn the bread. Imagine if it was the norm that men stayed at home to take care of the children and do the housework. The topic of debate nowadays would be "men and their careers".
- c) Hello! I'm Elena from Russia. I am sure a lot of women don't want to be leaders. But if a woman wants something she'll go and get it.
- d) Hi! My name is John, I'm Scottish. The only people who succeed in business are the shareholders and the fat cats who sit at the top of the ladder.
- e) I'm Nick. I live in London. There are fewer women at the top because they still take the lead role in bringing up children. Hopefully this is because they choose to and not because they feel they must. I suspect househusbands are just as rare as businesswomen.

## **? Discuss the following questions.**

1. *Do you agree or disagree with these people? Express your opinion on this problem.*

2. *Does the attitude to women's success in business differ from country to country? How do you think why?*

3. *Do you know any countries where women are not allowed to work at all?*

## **EQUALITY IN LANGUAGE**

Although a word "MAN" in its original sense carried the dual meaning of "adult human" and "adult male", its meaning has come to be so closely identified with adult male. So the generic use of "MAN" and other words with masculine markers should be avoided.

### **Examples**

mankind

man's achievements

man-made

the common man

nine man-hours

### **Alternatives**

humanity, people, human beings

human achievements

synthetic, manufactured

the average person, ordinary people

nine staff-hours

### **Occupations**

Avoid the use of MAN in occupational terms when persons holding the job could be either male or female.

### **Examples**

chairman

businessman

fireman

mailman

steward and stewardess

policeman and policewoman

congressman

### **Alternatives**

coordinator (of a committee or department),  
moderator (of a meeting), presiding officer, head, chair

business executive

firefighter

mail carrier

flight attendant

police officer

congressional representative

## Reading

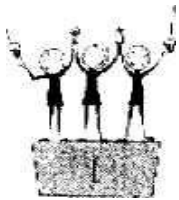


You are going to read a text about different styles that men and women have in the workplaces.

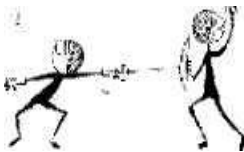
**1. Look at the cartoons and say which figures you think represent men and which represent women.**



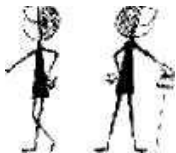
Confrontational, competitive; personal achievement comes first



Share credit for success; welcome contributions



Forceful, self-protecting, challenging, hysterical



talk about personal matters; in control

**2. Read the text and see if the writer's ideas are the same as yours.**

**3. The article has sub-sections match the cartoons to these sections.**

Men and women do things differently. Cristina Stuart is a Managing Director of Speakeasy Training, a consultancy that runs courses for men and women working together. Here she describes a few key differences between two sexes in the workplace.

### 1. Working together.

The male approach to business is competitive, direct and confrontational. Personal status and a focus on the individual are very important for men. The female method is

collaborative. Collective actions and responsibility are more important than personal achievements. Goodwill and the well-being of the individual are also of great importance.

## **2. Dealing with problems.**

The male approach is to go to the heart of the problem, without taking into account secondary considerations. The female preference is to look at various options.

## **3. Body language.**

Male body language tends to be challenging. Female body language tends towards self-protection. A stereotypical female pose is sitting cross-legged; the male sits with legs apart to give an impression that he is in control.

Male behavior can include forceful gestures for example banging a fist on the desk for effect. The female style doesn't usually include aggressive gestures.

## **4. Language.**

The male way of speaking doesn't encourage discussion. Women tend to welcome others' opinions and contributions more.

## **5. Conversation.**

Men like to talk about their personal experiences and achievements or discuss "masculine" topics such as cars and sport. Women usually talk about staff problems and personal matters.

## **6. Meetings.**

If a woman doesn't copy the male confrontational style, she is often ignored.

## **7. Humor.**

Men's humor can be cruel - a man's joke usually has a victim. Female humor is less hurtful. A woman often jokes against herself.

### **4. Complete the table with words from the text then mark the stress.**

<b>Verb</b>	<b>Noun</b>	<b>Adjective/-ing form</b>
to compete	confrontation	competitive
to collaborate		
		controlling
		encouraging
to achieve		achieving

### **5. Complete the following sentences using one of the words from the table.**

1. It was a great.....to win the company's prize for excellence.
2. This is a really difficult job at times. I'd like a bit of.. form my boss occasionally.
3. I hate having meetings with Alan. He's always aggressive and \_\_\_\_\_ .
- 4.I don't like working on my own, I need other people to \_\_\_\_\_ with.
5. It's impossible to \_\_\_\_\_ events, but you can influence them.

**6. According to the text, which of these phrases are typically used by men and which by women?**

Example:

"It's very simple. The point is..."

*Men because "the male approach is to go to the heart of the problem "*

1. " But we need to take into account of..."
2. "You look worried. What do you think about the new plan? "
3. "That's rubbish!"
4. "I built the department from nothing."
5. "Thanks for your kind words, but this really was a team effort."
6. "It was so funny. He looked ridiculous!"

**? 7. Work in groups and discuss the questions.**

1. *What is the style of male and female managers in companies in Ukraine? Are they similar to the ones outlined in the text?*
2. *Do you think there is a difference in style between men and women or is any difference usually because of personality?*
3. *Do you know any men who have a "female" style of working? Or women who have a "male" style of working?*
4. *Do you find it easier to work with men or women? Why?*

**8. Choose a spokesperson in the group to make a presentation to the whole class, summarizing the opinions in the group.**

**Individual assignment**

Visit the Internet site <http://secretsofsuccess.com>, [www.the-bag-lady.co.uk](http://www.the-bag-lady.co.uk),  
<http://www.infoplease.com/spot/womenceol.html>, choose one of the biographies of

successful businesswomen and write a short summary of it. In your summary explain the reason of your choice.

## COMMUNICATION WORKSHOP

### More contacts

Requests	Responses
I wondered if I could....	Sure. /Certainly.
Would you mind my (his,her) ...ing...?	Not at all. /It'd be a pleasure.
Could you...?	I suppose so.
I've got a favor to ask you. Could you..?	Well... that's not easy/ a bit of a problem.
	<b>When we respond positively to a request we say "No":</b>
	"Would you mind postponing the meeting?"
	" No, not at all./No, that's all right"
	<b>When we respond negatively we tend to say "Yes "(I do mind) :</b>
	"Would you mind canceling the meeting?"
	"Well, yes, I'm not sure"



### WATCH OUT

Be careful how you use *lend* and *borrow*. Study carefully the definitions below:

- **to lend sth to sb** - to give something to somebody or allow some body to use something temporarily, on the understanding that it will be returned.
- **to borrow sth from sb** - to take and use something that belongs to somebody else with the intention of returning.

**1. Fill in the gaps in the sentences using the correct form of the verbs *to lend* and *to borrow*.**

1. Can you..... me \$5? I'll pay you back tomorrow.
2. I.....that video to John last month but he didn't give it back.

3. My friend.....some money from a bank, but I don't know how he will return it.
- 4..... me your pen for a minute, will you?
5. Could you..... me some money until the weekend, please?
6. Could I.....your phone? My battery's dead.
7. Who did you ..... it from?
8. Who did you .....it to?
9. she asked me if she could ..... my camera for the party.
10. The bank ..... Them the money to buy it.

**3. Match the requests on the left with appropriate responses on the right.**

REQUESTS	RESPONSES
1. We've got so much work on and it's all got to be finished by Wednesday. Would you mind working all weekend?	a) Sure. It's ten o' clock. b) It's our office too, you know, but we'll try to be quieter.
2. Could you give me a lift? My car has broken down.	c) Of course. I'll pick you up at about eight. d) Sorry. I'm in the middle of something. Get it yourself.
3. Would you mind moving elsewhere to talk? You are speaking too loudly. I cannot concentrate.	e) Sorry, I can't. I'm tied up all day. f) Sorry, I can't make Tuesday. How about Wednesday?
4. The phone's ringing. Could you get it?	
5. Would you mind moving our meeting to Tuesday?	g) I'm afraid I can't. It's my parents' thirtieth wedding anniversary and we're having a big party.
6. Could you tell me the time?	
7. Could you phone me tomorrow?	

**a) Pair work**

<b>Student A</b> Greet Student A and make requests in the	<b>Student B</b> Respond appropriately.
--	--



following situations.	
-----------------------	--

1. You need some change to make a telephone call.
2. You need some help in checking the English in a fax.
3. It's raining and you would like to borrow an umbrella.
4. You would like to ask your boss if you could finish the work early today.

### b) Pair-work

<b>Student A</b>	<b>Student B</b>
Respond appropriately.	Greet Student A and make requests the following situations.

1. You need some change for the parking meter.
2. You need to use a colleague's phone to make a personal call.
3. You need a lift home because your car is being repaired.
4. You need to leave a meeting early to catch a train.

### 4. Look at these questions with *mind*. Match the first part of the phrase with the last.

Do you mind if I.....

....closing the window?

Would you mind if I ....

....closed the window?

Would you mind ....

.... close the window?

6. Questions with *mind* mean *Is it problem for you?* How would you give permission and refuse permission to the question: *Would you mind if I smoked?*



### Physical contact

### CULTURAL CORNER

In social contact with people from other cultures, it is very difficult to know how to behave.

### 1. Answer the following questions.

<b>Handshakes</b>	On what occasions do you shake hands? Who do you shake hands with? Should the handshake be firm and brief, or long and warm?
<b>Kissing</b>	Do you ever kiss anyone outside intimate relationships? If yes, who do you kiss? How many kisses do you give?
<b>Touching</b>	Do you ever touch each other? Who can you touch? In what way is it acceptable to touch someone?
<b>Keeping distance</b>	Do you stand/sit close to people, or do you keep distance?

## 2.Listening

Listen to different people talking about physical contact in their cultures.

Make notes under the headings below:

	Country	Physical contact
<b>Speaker 1</b>		
<b>Speaker 2</b>		
<b>Speaker 3</b>		
<b>Speaker 4</b>		

## Typescript 9

### Extract 1

In my country we shake hands every time we meet someone. If it is someone we know, we might hug them or even kiss them.

### Extract 2

We tend to shake hands the first time we meet, but generally we don't encourage much physical contact. We never kiss people if they are not the members of our family.

### Extract 3

We usually bow slightly when we meet someone – it's a sign of respect.

### Extract 4

Shaking hands firmly and for quite a long time is a real sign of welcome in our culture. If it's someone we know quite well, we kiss them on both cheeks.

**3. Discuss the above questions and any other aspects of the physical contact in your culture.**

**4. Do the following quiz to find out more about physical contact in different cultures.**

### QUIZ

1. «You're never fully dressed without a smile» is a familiar phrase in the United States. **True or false:** A smile is a universal expression of genuine pleasure.

2. In Japan small gestures convey great meaning. Which is an appropriate behavior in Japan?

- A. Covering your mouth when you laugh.
- B. Winking to convey agreement.
- C. Speaking in a loud, forceful voice.

3. **True or false:** Never keep your left hand in your pocket while shaking hands with your right one in Germany.

4. Spitting is considered bad manners in many places, but in which country is it actually against the law?

A. France

B. Italy

C. Singapore

5. You are the sole passenger on a bus in Bahrain. A man enters, and chooses the seat next to you. **True or false:** He intends to start a conversation with you.

6. You are greeting a new associate in France. As you firmly grasp his hand, heartily pumping it up and down, he looks a bit bemused. This is because:

A. He's relieved you didn't kiss him.

B. The French handshake is more of a handclasp, with no pumping action.

C. He wishes you had kissed him.

7. In the United States, men sometimes slap each other on the back, backside, arms, or shoulders. **True or false:** This is totally acceptable in the Netherlands.

8. **True or false:** Before female executives travel to Brazil, they should be certain their nails are well-manicured.

9. You feel good after your big sales call in Stockholm, Sweden. It's a surprise to you, then, when they don't accept the deal. This could be because during the meeting, you:

A. Leaned backward in your chair and crossed your arms

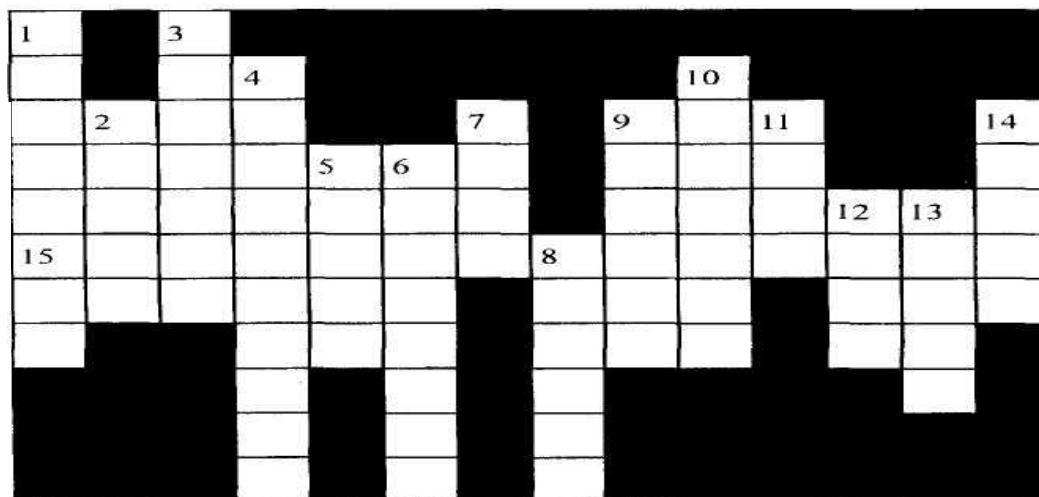
B. Rested your ankle on your knee the whole time

C. Laughed loudly

D. All of the above

10. **True or false:** Snapping your hand downward is used to emphasize a point in Spain.

3. Complete the puzzle and find the key word in 15 across.



1. In Northern Europe, people feel comfortable when the ..... distance between them is about 75 cm.
2. ...subjects are ones which should be avoided because they may cause offence or embarrassment.
3. In Germany, people are addressed by their titles and .....
4. It is useful to know what kind of clothes are at business meetings in other countries.
5. In Britain, people ..... hands less often than in the rest of Europe.
6. It is important not to be late but to be ..... for a business meeting.
7. .... language is interpreted differently in different cultures. For example, crossing your arms in front of you means different things according to your cultures.
8. A ...is an established and habitual practice which is typical of a particular group of people.
9. A ...is a ceremony which is often repeated in the same form.

10.....A lot of people think that all Europeans have attitudes but they are often very different.

11.In Japan it is very important to take a when you visit colleagues.

12.A British businessman normally wears a at a meeting.

13. Attitudes to business ... are different. For example, in some countries short-sleeved shirts are not acceptable.

14.. In Britain it is important to include when making a presentation because a sense of humor is valued.

### **Individual assignment**

**Do the test and check your knowledge of business English.**

#### **TEST**

**1.A set of notes telling you about something is a -**

a. handbook b. tome c. directory d. manual

**2.Things which are made or brought or sold are called -**

a. nices b. excellents c. wells d. goods

**3.Your plan for how you are going to spend your money is your -**

a. economy b. budget c. savings plan d. loan scheme

**4.The law which stops other people using your discovery is a -**

a. patent b. copyright c. censorship d. intellectual property

**5.An agreement between two people or companies in law is a -**

a. concord b. compact c. concurrence d. contract

**6.A person who speaks for another person or organization them.**

a. stands in for b. aliases c. represents d. mimics

**7.The people who work for a business are the -**

a. stuff b. staff c. stiff d. businessmen

**8.What you write down what you do so you can check later are -**

a. tapes b. CDs c. records d. memoirs

**9.When a company tries to find new or better ways of making or doing something, this is -**

a. investment b. quality control c. research d. management

**10. Members of a profession who act as a group have a -**

a. united trade b. trade union c. syndicate d. united syndicate

**11. People who you often work with are your -**

a. associates b. partners c. unionists d. colleges

**12. The greatest number or proportion in a group is the -**

a. minority b. minimum c. maximum d. majority

**13. If you arrange to see someone at a particular time, you have a/n-**

a. agreement b. appointment c. arrangement d. assignment

**14. All the different products that a company makes or sells are its product-**

a. stockpile b. facilities c. goods d. range

**15. The way you feel or act toward something depends on your -**

a. altitude b. attributes c. attitude d. aliments

**16. If you arrive on time, you are -**

a. punctual b. punctured c. punctilious d. perfunctory

**17. The things and people around you make up your -**

a. atmosphere b. ambience c. society d. environment

**18. Something which happens every year is -**

a. biennial b. year-long c. seasonal d. annual

**19. The people who work in an organization are its -**

a. crew b. members c. fellows d. personnel

**20. Something on another continent is...**

a. overseas b. alien c. transatlantic d. far-flung

**21. The financial year is divided into-**

a. sixths b. quarters c. thirds d. halves

**22. How things look for your future are your -**

a. retrospectives b. prospects c. appointments d. considerations

# MODULE II

## IN A COMPANY

### UNIT 1. COMPANY INFORMATION



**Hello!!! In this module you will learn about different companies, their history, structure and activities.**

As you know, a lot of different companies exist in the world of business. Some of them are large, other are small. Some of them succeed in business, other fail. They have their own structure, their employees and customers. They produce or sell different goods and provide different services. You are going to meet some of them and find out more about their activity.

**1. Look at the picture and answer the following questions:**



- *What do you know about Avon?*
- *What products does this company produce?*
- *Do you often use or buy the products of this company?*

### **2.Listening**

**Listen to a person describing this company. In the table below choose the correct answer, *a* or *b*.**

**Before listening study the following words:**





*Annual sales* – щорічні прода

*Responsibility* – відповідальніс

*Annual turnover* – щорічний товарообіг    *Subsidiary* – філія

*Shareholder* – акціонер

### Tapescript 1

The largest direct-selling company in the world, with annual sales of nearly 6 billion US dollars, Avon means business. The largest corporate contributor to causes for women's health, and repeatedly recognized by publications like Working Woman and Working Mother are just two of the many reasons Avon is known as The Company for Women. With consumers in 143 countries on 6 continents, Avon is connecting women Around the World. We're proud of our unique history, our legacy of supporting employee diversity, and our responsibility to consumers and the environment. Avon started out as the California Perfume Company when founder, Mr. David McConnell, 28 of New York, USA discovered that the rose oil perfumes he was giving away were the reason people were buying his books. Since then Avon has been specializing in producing cosmetics and perfumes for women.

He named the company Avon in 1939 in tribute to his favorite playwright, William Shakespeare and Stratford on Avon. Mrs. P.F.E. Albee of Winchester New Hampshire, USA pioneered the company's now-famous direct-selling method. Today, with sales representatives numbering three and a half million, Avon products are sold in 143 countries around the world. Women have been selling Avon since 1886-34 years before women in the US won the right to vote!

<b>Activity:</b>	<b>a</b> sells cosmetics in the USA and Canada	<b>b</b> sells cosmetics all over the world
<b>Annual sales:</b>	<b>a</b> \$6 billion	<b>b</b> \$3 billion
<b>Year of foundation:</b>	<b>a</b> 1886	<b>b</b> 1986
<b>Name of founder:</b>	<b>a</b> Mr. David McConnell	<b>b</b> Mr. McDonald
<b>Number of sales representatives:</b>	<b>a</b> 3,5 million	<b>b</b> 7,5 million

<b>Company philosophy:</b>	<b>a</b> responsibility to consumers and the environment.	<b>b</b> responsibility to shareholders.
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## PRESENTING A COMPANY

1. Study the information about Oriflame. Use expressions from the "Useful language" to present this company to your partner



<b>Head Office</b>	Sweden, Stockholm
<b>Products</b>	high-quality natural cosmetic products
<b>Turnover</b>	about 652 million Euros in annual sales
<b>Products</b>	550 products over 64 million catalogues in 35 languages
<b>Employees</b>	4,600 employees

### Useful language

#### History

*The company was set up in ...*

*The company was founded in ...*

*The founder of the company was ...*

*At the beginning it produced (sold) ...*

#### Location

*The company is based in ....*

*The head office is in ....*

*Our subsidiary/factory/store/office is located in...*

#### Products and services

*My company specializes in...*

*Our main products are...*

*We manufacture/produce/make...*

*We sell...*

## Size

***We have sales of...***

***Our annual turnover is...***

***We employ...***



2. Here are some facts about Avon. Use the words below to complete the second sentence, so that it means the same as the first. Put the words in the correct form.

To found                      to sell  
to employ  
to specialize in              sales

1. The company produces cosmetics and perfumes.

It ..... cosmetics and perfumes.

2. Avon's customers buy its products in 143 countries.

Avon.....its products in 143 countries.

3. Our turnover for this year is \$6 billion.

We have .....of \$6 billion this year.

4. Mr. David McConnell set up his company in 1886.

Avon.....in 1886.

5. 3.5 million sales representatives work for the company.

The company ..... 3.5 million people.

**3. Here are some questions about companies. Put the words in the right order.**

1. name the company your is What of?
2. does company What the produce?
3. the located Where company is?
4. sales What company's the annual are?
5. does company many How employ the people?

6. was your When set up company?
7. sell your What company does?
8. founder was of the Who your company?

**4. What other questions can you ask about a company? Write them down using the tips below.**

- customers
- the number (amount) of products the company sells
- products/services
- export market

**5. Complete the sentences choosing the correct word in brackets.**

1. Our are not very good this year. (sell/sales)
2. We electrical equipment. (produce/product)
3. Where is your .....located? (manufacture/factory)
4. We have 300.....(employs/employees)
5. The of your shop is very important if you want to attract customers from the street.  
(located/location)
6. Our is road and bridge construction. (specialize/ specialty)

**1. Use the words from the box to complete the paragraph below. Notice that the stressed syllable changes in this group of words.**

<i><b>VERB</b></i>	<i><b>NOUNS</b></i>	<i><b>ADJECTIVES</b></i>
1Prod`uce	2`product 3pro`duction 4produc`tivity 5pro`ducer	6Pro`ductive 7'unpro`ductive

A few years ago, Harry Coe's, a large (1)..... of tinned food, decided that some of their workers were not(2) ..... enough. Much of the work of preparing fruit and vegetables was done on rows of tables rather than

on a (3)..... line. So they decided to introduce a piecework system, whereby workers got paid according to the amount of work they completed. The company thought that this would motivate previously (4) ..... workers, and thereby increase(5) ..... . Yet the new pay scheme did not (6) .... the results they expected: after six months they were still processing the same amount of agricultural (7)..... , but there was a lot of dissatisfaction among the workers who were now all earning different amounts of money.



### WATCH OUT

These two verbs are often confused: *to find* and *to found*

#### 1. Complete these sentences using the correct form of the verb.

**There is one noun.**

1. Who ..... this company?
2. Who were the ..... of the European Union?
3. It was difficult for me to ..... a good location for my shop.
4. Have you already ..... the job?
5. This firm was ..... in 2002.
6. Have any new companies been... .. in this sector recently?

### Individual assignment

**Visit one of the Internet sites below and write a short description of a company - its history and activity.**

[www.toshiba.com](http://www.toshiba.com) [www.motorola.com](http://www.motorola.com)

[www.reebok.com](http://www.reebok.com)

[www.tefal.com](http://www.tefal.com)

Check your answers on p.87 Ex.1 (1-5;2-6;3-3;4-7;5-4;6-1;7-2)



### Reading

You are going to read a text about **Nokia Corporation**.

- What do you know about this company (products, subsidiaries, headquarters...)?

**Before reading study the following words:**

**A supplier** – постачальник

**A device** – пристрій

**Mass media (pl)**- засоби інформації

**Edge technologies** – сучасні технології

**To acquire** – придбати

**To purchase** – купувати



Nokia is the world leader in mobile communications. Due to its experience, innovation and user-friendliness, the company has become the leading supplier of mobile phones. By adding mobility to the Internet Nokia creates new opportunities for companies and further enriches the daily lives of people.

From the beginning, Nokia was in the communications business as a manufacturer of paper - the original communications **medium**. Then came technology with the founding of the Finnish Rubber Works at the turn of the 20th century. Rubber, and associated chemicals, were leading **edge technologies** at the time. Another major technological change was the expansion of electricity into homes and factories which led to the establishment of the Finnish Cable Works in 1912 and, quite naturally, to the manufacture of cables for the telegraph industry and to support the new **device** -the telephone! Finally in 1967 Finnish Rubber Works Ltd. and Finnish cable Works together set up Nokia Corporation. Nokia began to expand its business and strengthen its position in the tele-communications and consumer electronics markets. At the beginning of 1980s Nokia **acquired** French consumer electronics com-

pany Oceanic. In 1987, Nokia also **purchased** the Swiss cable machinery company Maillefer. In the late 1980s, Nokia became the largest Scandinavian information technology company and remains the same until now. Nokia comprises two business groups: Nokia Mobile Phones and Nokia Networks. It employs 54,000 people. At the end of 2001, Nokia had 18 production facilities in 10 countries around the world. It produces not only mobile phones, it is also a major producer of computers, monitors and TV sets. Nokia sells its products to over 130 countries. Nokia's annual sales are EUR 31.2 billion. "We maintain our leading position on a global stage through the skill, enthusiasm and positive attitude of Nokia people wherever in the world they may work. We achieve our objectives through what we call the Nokia Way - a style of work which enables our people to work together in harmony as a team." - says Jorma Ollja, Public Relations manager in Nokia Corporation. The Nokia Way is built on core values of Customer Satisfaction, Respect for the Individual, Achievement and Continuous Learning.

Did you know that the world's first international cellular mobile telephone network NMT was opened in Scandinavia in 1981 with Nokia introducing the first car phones for the network? Or, that the world's first NMT handportable, the Nokia Cityman, was launched in 1987?

### **Do the following vocabulary exercises:**

#### **1. Here you can see the answers. What are the questions?**

1. EUR 31.2 billion. \_\_\_\_\_?
2. At the beginning of 1980s. \_\_\_\_\_?
3. 54,000 people. \_\_\_\_\_?
4. 130 countries. \_\_\_\_\_?
5. Because it uses skills, enthusiasm and positive attitude to people.  
\_\_\_\_\_?
6. Mobile phones, TV sets, monitors. \_\_\_\_\_?

#### **2. Correct these statements.**

1. The company has become the leading supplier of mobile phones thanks to its

location.

2. Nokia produces not only mobile phones but also microwave ovens and fridges.
3. Nokia purchased the Swiss cable machinery company at the beginning of 1990s.
4. The world's first international cellular mobile telephone network NMT was opened in the USA in 1984.
5. In the late 1990s, Nokia became the largest information technology company.

3. Match the words from column A with their synonyms from column B.

**A**

1. opportunity
2. foundation
3. acquire
4. produce
5. maintain
6. objective
7. medium
8. comprise
9. leader

**B**

- a. buy
- b. manufacture
- c. keep up
- d. include
- e. possibility
- f. creation
- g. mean
- h. goal
- i. head

**4. Circle the word that does not belong to each horizontal group**

- |             |          |             |           |
|-------------|----------|-------------|-----------|
| 1. firm     | company  | subsidiary  | society   |
| 2. manager  | leader   | employee    | salesman  |
| 3. produce  | acquire  | manufacture | make      |
| 4. head     | leader   | boss        | supplier  |
| 5. customer | producer | client      | consumer  |
| 6. goal     | aim      | opportunity | objective |
| 7. setup    | maintain | found       | establish |

**5. Work with the dictionary. Complete the columns below.**

**Nouns**

supplier

**Verbs**

.....



.....	acquire
leader	.....
establishment	.....
.....	sell
consumer	.....
.....	employ

**6.Put the words from the previous exercise into the gaps.**

- 1.To become a good.....you must possess only positive qualities.
2. Our company bought the equipment on \$50,000 last year. It was very expensive  
.....
- 3.Coca-Cola is a very profitable company. Its annual .....are \$50 millions.
- 4.Our company operates on a global stage. We .....our goods to 125 countries.
- 5.We achieve our goals through the respect to our.....

Individual assignment

**Read the article about Kodak.**

- *What do you know about Kodak Company?*
- *Have you ever used any Kodak's products?*

1. Read the quotation from the text about Kodak:

*"The following statements were made in different centuries, but, taken together, they perfectly sum up Kodak`s core philosophy: The promise of innovation. The guarantee of simplicity."*

**Does your experience prove these ideas? How can you explain it?**

**2. These are the basic principles of Kodak Company, formulated by George Eastman, its founder.**

- *mass production at low cost*
- *international distribution*
- *extensive advertising*

- *a focus on the customer*

Later George Eastman added further policies to these business principles:

- *foster growth and development through continuing research*
- *treat employees in a fair and self-respecting way*
- *reinvest profits to build and extend the business.*

Which of them do you think are the most effective? Why?

3. Build the word families with the following words from the text.

Advertising	popular	produce
Announce	develop	researcher

Noun personal	Noun general	Verb	Adjective

4. Fill in the gaps with the words from the table above:

1. Today Kodak's..... is well-known all over the world.
2. If you want your business to be successful you have to spend much money on

.....

3. Any innovation requires much .....and hard work.
4. From time to time companies..... their new products as greatest achievements of the century.
5. Henry Fox Talbot..... a system of producing photographs on glass plates.

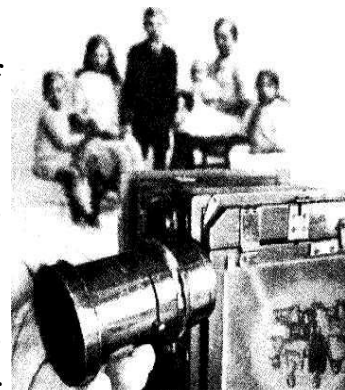
**5. Read the text about Kodak and give the summary of every part.**

## **Kodak**

"Learning from success"

### **Early business principles**

What can we learn from looking at the histories of successful companies? In the case of Kodak (more correctly Eastman Kodak) we can see the value of formulating good business principles from the very beginning. Such principles as care for the customer and for employees are fundamental to the growth and success of the business and need to be established at the beginning.



The story of Eastman Kodak also tells us something about how companies need to react to new technologies. The story of Eastman Kodak is a story in which technological change is not seen as a threat, it is embraced and welcomed because it offers new opportunities.

Today, Eastman Kodak is a premier multinational corporation and one of the 25 largest companies in the United States.

### **Early beginnings**

In 1879, London was the centre of the photographic and business world. Photography had started in France with Nicéphore Niépce's first photograph from nature in 1826. These ideas were soon taken up by Daguerre with the patenting of the Daguerrotype system of photographs on metal plates. In Britain, Henry Fox Talbot developed a system of producing photographs on glass plate, which could then be printed on paper. In 1844, the first photographically

illustrated book "The Pencil of Nature" by Henry Fox Talbol was published by Longman in London. Lewis Carol, the author of *Alice in Wonderland* was an early photographer.

In 1879, George Eastman traveled to London to patent a machine for making glass photographic plates. Two years later, with a business partner, Henry Strong, he formed the Eastman Dry Plate Company. In 1883 Eastman startled the photographic world with the first "rolls" of film. In 1888, he launched the first "Kodak" camera, which was pre-loaded with enough "film" for 100 exposures.

Today, we think of the "disposable camera" as being a modern invention, yet the first Kodak was launched with the slogan "*You press the button, we do the rest.* " The Kodak camera cost \$25. When the customer had used the 100 exposures, the whole camera was returned to the company where prints were made and a new film inserted in the camera. The 100 prints and newly preloaded camera were returned to the customer for the price of just \$10! Eastman had four basic principles for business:

- mass production at low cost
- international distribution
- extensive advertising
- a focus on the customer.

Eastman saw these four principles as being closely related. Mass production could not be justified without international distribution, which, in turn, needed the support of strong advertising. From the beginning, he gave the company the belief that fulfilling the customers' needs and desires is the only road to corporate success.

Eastman added further policies to these business principles:

- foster growth and development through continuing research
- treat employees in a fair and self-respecting way
- reinvest profits to build and extend the business.

By 1896, thirteen years after its launch, the 100,000th Kodak camera was produced, a success which speaks volumes for the power of good advertising

when it is supported by a good product and customer service. In 1891, Eastman set up his first overseas factory and distribution centre in Harrow, England, just outside London. In 1900, Eastman had factories and distribution centers in France, Germany, Italy and other European countries. A factory in Japan was under consideration. In the same year, Eastman introduced the first "Brownie" camera at a price of just one dollar!

Eastman Kodak was largely responsible for popularizing the "hobby" of photography and putting this technology into the hands of ordinary people.

### **Color And Moving Pictures**

Eastman had collaborated with Thomas Edison on the development of film, cameras and projectors for moving films. In 1923, Eastman made a simple clock-work-powered movie. In 1935 Kodachrome was launched as the first successful color film for amateurs to make color slides and 16mm movie films. In 1942, Kodacolor, the first true color negative film (for making prints) was introduced.

### **Embracing Change**

Traditional photography is based on the science of exposing light-sensitive silver halide salts to light. This basic chemistry remained the only way of producing images for many years. But new technologies started to challenge this basic industry.

The first was video, so Kodak started to produce and market video cassettes in 1984 in 8mm, Betamax and VHS formats. In the same year, they broke into another market which would become an even greater threat. They announced a full range of flexible floppy disks for personal computers.

### **The Digital Challenge**

Today, many of us do not use traditional photographic cameras. We take pictures and video with digital cameras, which do not require film or processing. We can print these pictures at home (and get remarkably good quality) and exchange pictures and moving images through the



Internet and email attachments.

Kodak recognized and embraced this technological challenge as early as the mid-1970s. In 1985 they produced their first electronic publishing system. Since then, while the traditional photography business has remained strong, Kodak's research and development have produced still video cameras, digital printers, digital still and movie cameras and the Photo CD.

Kodak's 1999 annual report carried two cover slogans *"Take Pictures Further"* and *"You Press the Button. We Do the Rest"*, combining their current and original marketing messages. As the report said, "The two statements were composed a century apart, but, taken together, they perfectly sum up Kodak's core philosophy: The promise of innovation. And the guarantee of simplicity."

**6. Do the following test choosing the proper variant:**

1. When did Eastman found the first photographic company'?

- a) in 879                      b) in 1881                      c) in 1883

2. The first company was called:

- a) Dry Plate Company      b) Kodak                      c) the Pencil of Nature

3. \$ 10 was the price of

- a) a new Kodak camera    b) 100 exposures      c) 100 prints and newly pre-loaded camera

4. Eastman established his first overseas company in

- a) 1891      b) in 1886      c) in 1900

5. The first true color negative film was introduced in

- a)1929      b)1935                      c)1942

6. In the 80s of the last century the company developed

- a) video cassettes    b) CDs                      c) tape recorders

7. If we have a digital camera, we can

- a)exchange pictures through the Internet  
b)use a film at home  
c)go to a special center to develop a film

## **7. Interviewing a company representative.**

You are a journalist. Your editor wants you to write an article about Kodak for your newspaper. Prepare a set of questions (8-10) to interview a representative of the company.

## **7. Write an essay about Kodak. Your essay should not be longer than 180-210 words.**



**DR Grammar**

### **1. Read the following text.**

Jeff Bezos founded the dotcom company Amazon in the early 90s when he noticed that the use of the Internet was growing by more than 2000% per month, he realized that in a virtual bookstore he could offer his customers far more choice than he could in a physical store (his virtual store would take up six times as much space as a football field if it were real). In the beginning, many customers felt less comfortable about buying books online than they did in a shop, but they soon discovered that in fact it was just far more easy and safe. Bezos has made Amazon more than just a place to buy books. You can also read book reviews, news and even parts of books there, and this has attracted many people to the website.

### **2. Get ready for the interview with Jeff Bezos, the founder of Amazon. Make up 10 questions you would like to ask him.**

a) \_\_\_\_\_?

b) \_\_\_\_\_?

c) \_\_\_\_\_?

d) \_\_\_\_\_?

e) \_\_\_\_\_?

f) \_\_\_\_\_?

g) \_\_\_\_\_?

h) \_\_\_\_\_ ?

i) \_\_\_\_\_ ?

j) \_\_\_\_\_ ?

### Individual assignment

Read the article about the Ukrainian company "KyivStar" and do the exercises after it.



### Reading

Read the article about the Ukrainian company "KyivStar"

### «Київстар» сьогодні

Станом на середину жовтня 2004 року «Київстар» обслуговує понад 5 млн. абонентів, забезпечуючи покриття території, де проживає понад 87% населення України. Своєю мережею «Київстар» охоплює 1 163 великих і малих міста та 16 650 сільських населених пунктів, всі основні національні та регіональні шляхи, більшість морських та річкових узбережж України. «Київстар» надає роумінгові послуги у 141 країнах на 5 континентах, а також на 250 круїзних пароплавах та 500 паромах світу, маючи 269 договорів про роумінг із зарубіжними операторами. «Київстар» забезпечує мешканців України найсучаснішими телекомунікаційними послугами.

### Типи розвитку

Усе починалось 9 грудня 1997 року коли у мережі «Київстар» було зроблено перший дзвінок. Зосередивши від самого початку свої зусилля на наданні послуг якісного зв'язку українському населенню, компанія з кожним роком прискорювала темпи розвитку – почавши з частки ринку у 4.2% на кінець 1997 року, у червні 2001 року вона стала безперечним



лідером ринку за кількістю абонентів, а в листопаді того ж року компанія вже вітала свого мільйонного абонента.

### **Партнери**

Одним з основних партнерів «Київстар» є такі відомі в усьому світі компанії як Telenor, Ericsson, Comverse. Telenor став акціонером «Київстар» у березні 1998. Зміцнюючи стратегічне партнерство, Telenor у 2002 році став головним акціонером з 54.21% часткою акцій «Київстар».

### **Співробітництво**

Співробітництво «Київстар» і Ericsson почалося ще у 1997 році. Саме завдяки устаткуванню, що надає компанія Ericsson, «Київстар» має можливість контролювати технічні процеси своєї діяльності і постійно поліпшувати якість зв'язку і додаткових послуг. Успішне співробітництво з компанією Comverse забезпечує «Київстар» стійку конкурентну перевагу на ринку передплачених послуг мобільного зв'язку.



## **2. Match words and words combinations in Ukrainian with their equivalents in English:**

1. абонент
2. контролювати технічні процеси
3. послуги мобільного зв'язку
4. зміцнювати стратегічне партнерство
5. прискорювати темпи розвитку
6. стійка конкурентна здатність
7. найсучасніші телекомунікаційні послуги
8. провідний оператор мобільного зв'язку

a) mobile communication services

b) up-to-date communication services

- c) to accelerate the speed of development
- d) to strengthen strategic partnership
- e) leading mobile operator
- f) stable competitiveness
- g) a telephone subscriber
- h) to control technical processes

**3. Use these words and word combinations to write your own 8 sentences.**

**4. Prepare a report about "Kyiv Star" in English. You can add any information you need from different sources.**



**Colgate World of Care**

*Welcome to the world of Colgate-Palmolive.*

*Every day millions of people like you trust our products*

*To care for themselves and the ones they love.*

**6. Render the text about Colgate into English.**

Компанія Colgate була заснована у 1806 році Вільямом Колгейтом в Лос Анжелісі. Головними продуктами цієї компанії були мило та свічки. Перші сто років компанія діяла у США. Але на початку 1900х років вона почала поширюватись та заснувала декілька філій в Європі, латинській Америці та на Далекому Сході. Зараз Colgate є дуже прибутковою компанією, щорічний обсяг її прибутків складає 17 мільйонів доларів. На компанію працюють 50 тисяч робітників, а свою продукцію Colgate продає у цілому світі. Сучасна спеціалізація компанії це зубні щітки та пасти.

Colgate посідає одне з головних місць на світовому ринку.



**Reading**

**WHAT'S IN A LOGO?**

Before reading the article, discuss the following questions:

- *Why is logo important for a company?*

- *Can a company do without a logo?*
- *Which logos do you like most of all? Why?*

**Before reading study the following words:**

to distinguish – відрізняти

recognizable – пізнаваний

to identify – визначати, впізнавати

identity – індивідуальність, відмінна риса

to promote – просувати, робити популярним



What attracts customers? Obviously the quality of a product does, but visual images play an important role too.



There are now many products and services on the market which are similar in content though produced by different companies. That is why it is necessary for a company to distinguish itself from its competitors by having a strong company image, which is immediately recognizable.

Logos are part of this image. They are symbols, which often include a name or initials to identify a company. The logo establishes a visual identity for the company, just as different groups of young people express their identity through hairstyles and clothes. All groups from all cultures and throughout the ages have used colors and symbols to show their identity.



In different cultures, different colors have different meanings. Some colors may be connected with coldness in one culture and with warmth in another; some colors represent life in one culture but death in another. International companies

have, therefore, to make sure that their logos will not be misunderstood or misinterpreted in different countries.

The logos of large international companies are recognizable throughout the world . One of the most famous logos is that of Coca Cola.



The design of the words “Coca Cola” has not changed since 1886, although the surrounding design has been changed from time to time.



Many companies have, over the years, renewed their logos to fit in with contemporary design and to present more powerful images. Some logos incorporate an idea of the product; the steering wheel in the Mercedes logo, for example, and the airplane tail of Alitalia.

Companies need to have a strong corporate identity. The logo helps to promote this image and to fix it in the minds of the consumers. Logos, therefore, need to be original and to have impact and style.

### **1. Answer the following questions about the article:**

- a) Why is it important for a company to distinguish itself from its competitors?
- b) What do logos include?
- c) What do the international companies need to take into account while creating a logo?
- d) How does a logo help companies to attract customers?

### **2. Explain the following words in English:**

- A logo
- A design
- An image

***1. Which logo design do you like?***

**2. What image does it include?**

**3. What makes it attractive?**



**3. Pair-work.** Role-play this situation:

Student A	Student B
<p>Before setting up your company you need to plan all details connected with its activity. And one of the problems is a company's logo.</p> <p>You want to produce and sell soft drinks and you know that there are many competitors in this sector. Nevertheless you want to make your company global. You know that logo is</p>	<p>You are a business consultant.</p> <p>Answer all questions of your client and help him to create his company's logo.</p>



## **COMPANY SLOGANS**

***A company slogan, motto, or tagline is a word or phrase that identifies and explains a product's or***

***company's benefit to the consumer in a meaningful and memorable way.***

**1. Match the companies with their slogans.**

- *Try to formulate the ideas of these slogans in your native language.*
- *Do you know any slogans of Ukrainian companies?*
- *Do they persuade customers to buy the products of these companies?*

- |                           |                   |
|---------------------------|-------------------|
| 1. Obey your thirst"      | a) Wella          |
| 2. "Because I'm worth it" | b) Nokia          |
| 3. "Keep Walking"         | c) McDonalds      |
| 4. "Just do it"           | d) L'Oreal        |
| 5. "Perfect to you"       | e) Sprite         |
| 6. "I'm loving it!"       | f) Johnnie Walker |
| 7. "Connecting people"    | g) Nike           |

**2. Do you know any more slogans of the famous companies?**



**3. Pair –work.**

**Read the ideas about establishing unusual businesses. Choose one of them and think of the most suitable company name, logo and slogan. Share your ideas with the group.**




Design a car with two steering wheels so that when the driver is tired the person sitting next to him can take over without switching seats.




Instead of using one spoon and one fork, design one piece with the spoon on one side and the fork on the other. So that when you finish eating your soup just flip it over and you can eat your potatoes. This way you will have to wash less dishes.



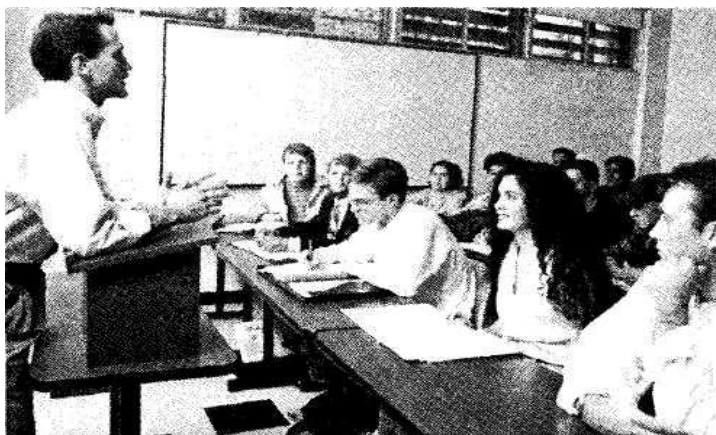
Lipstick for ladies with a beer flavor. Men will love to kiss the woman who dares to use it.

 Design a mini watermill for your kitchen sink. Every time you wash dishes the mini watermill will generate electricity that can later be used to watch TV or other electric devises you have in the house. It is another idea for alternative energy.

 Design universal shoes that fit both right and left feet. There are many benefits like you can buy a spare shoe for in case you loose one or if one is worn out but the other one is still good. Also you don't have to figure out which one is left or right, you can just put on any one.

## PROJECT WORK

**In groups of three - four students or individually invent your own company, give it a name, create its logo and slogan, give its de-  
scription. Present your company to the class.**



**COMMUNICATION  
WORKSHOP**

### Presentations

<i><b>Subject</b></i>	<i><b>Signaling the end</b></i>
I'd like to talk today about...	That completes my presentation.
I'm goi ng to present...	Before I stop/finish, let me just say...
inform you about...	That covers all I wanted to say.
describe	<i><b>Summarizing</b></i>
The subject of my presentation...	Let me just run over the key points again.
speech...	

report... We are here today to decide... learn about... agree...	I'll briefly summarize the main issues. To sum up... Briefly... <b>Closing</b>
The purpose of this talk is to - put you in the picture about... - give you the background to... <b>Main parts</b>	Thank you for your attention Thank you for listening. <b>Inviting questions</b>
I've divided my presentation into four parts/sections. They are... Firstly/first of all... Secondly/then/next... Thirdly Finally/lastly/last of all...	I'd be glad to answer any questions at the end of my talk. If you have any questions, please feel free to interrupt. Please interrupt me if there is something, which needs clarifying.

**1. Complete the following sentences. Choose the correct verb. The first one has been done for you.**

1. I'd like *to inform* you of the latest news.

a) **spea**k      b) **inform**      c) **describe**

2. Could you.....up? We can't hear you at the back.

a) **talk**      b) **say**      c) **speak**

3. I'll have to..... the place as I don't have any photos with me.

a) **explain**      b) **describe**      c) **present**

4. He's going to ..... the latest results.

a) **describe**      b) **inform**      c) **present**

5. We'll have time to.....about this over lunch.

a) **discuss**      b) **say**      c) **talk**

6. We will.....you when the project comes to the end.

a) **say**      b) **describe**      c) **tell**

**2. Use the words from the box to complete the introduction in the presentation.**



a) look at b) talk about c) points of view

d) brief e) questions f) finally

g) hear h) act as i) go along

Good afternoon and thank you for making an effort to be here with us today. My name's Rachel Rawlins and I 'm responsible for public affairs. What I'd like to do today is to (1)\_\_\_\_\_our recent corporate campaign. This (2)\_\_\_\_\_ talk will hopefully (3)\_\_\_\_\_ a springboard for discussion. I'm going to (4)\_\_\_\_\_ the corporate campaign from three (5) \_\_\_\_\_ firstly, the customers; secondly the financial institution; and (6) \_\_\_\_\_, the shareholders. If you have any (7) \_\_\_\_\_, just interrupt me as I (8) \_\_\_\_\_.Your point of view may well be different, and we'd like to (9)\_\_\_\_\_ from you.

### **3. Prepare a one minute presentation about one of the following subjects:**

- Company logo and slogan**
- Profitable spheres of business**
- Women in business**

Your presentation should have an introduction, body and conclusion. Also think of three questions that you expect to be asked after your presentation.

#### **Any presentation should consist over the following parts:**

- |                               |                               |
|-------------------------------|-------------------------------|
| a)introduction of the speaker | e) major product areas        |
| b)subject of the presentation | f) customers                  |
| c)history                     | g) company production figures |
| d)description                 | h) conclusion                 |

**Write an introduction in which you:**

- introduce yourself
- explain the aim
- indicate the main topics

**Use the following phrases:**

- Firstly, I'd like to consider...
- So, just before I finish, let me summarize the main points again. First,..., second,..., and finally,....
- Before going on, I'd just like to take a moment to explain...
- Right, let's stop there. If you have any questions, I'd be pleased to try to answer them.
- I've divided my talk into three parts. First I'll talk about..., then I'll mention..., and finally I'll say a little about...
- To conclude, I'd like to deal briefly with...
- As I mentioned earlier,...
- Ok, let's move to the first point.

## CULTURAL CORNER

Understanding the "body language" of different nationalities - the way they use gestures, eye-contact, and touching to communicate without words - is an important part of communicating across cultures.



### **1. Do the following quiz to find out more about body language in different countries.**

1. The two OK gestures (a circle of the index finger and thumb, or a thumbs-up) that are so popular in the United States are extremely rude in many parts of the world. Choose the country where one or both of these well-meaning OK gestures are offensive and shocking.

- Brazil

- b. Australia
- c. Spain
- d. Middle Eastern countries
- c. All of the above

2. **True or false:** Asians may show disagreement by squinting and sucking air through their teeth.

3. Never demonstrate how big or small anything is in Latin America by measuring the space between your two extended index fingers. There is only one part of the male anatomy to which that gesture refers. The correct way to illustrate length in Latin American countries is:

- a. Hold one hand at the appropriate height from the floor.
- b. Extend your right arm, and measure from your fingertips to the correct distance up your arm with your left hand.
- c. Whip out a measuring tape or slide rule.

4. **True or false:** In Chile, slapping your right fist into your left palm is obscene, and an open palm with the fingers separated means «stupid.»

5. US executives are generally comfortable standing with about two feet of space between them. **True or false:** The normal speaking distance in much of Latin America is less than one foot.

6. You are late for your appointment with your new German boss, then you call him by his first name and move your chair closer to his desk. Which of the following might placate him?

- a. Ask him about his family.
- b. Slouch.
- c. Stick your hands in your pockets.
- d. Apologize for being late and get right down to business.

7. **True or false:** In Japan, tapping one's finger repeatedly on the table

signifies agreement and support of a speaker's statement.

8. People from different cultures point with various parts of their bodies: their chins, thumbs, or palms. **True or false:** An Englishman will generally indicate something with his head.

9. A British professor was a guest lecturer at a university in an Islamic country. During his address, he unthinkingly insulted the audience by displaying a part of his body. What did he show the audience that was so offensive?

- a. His teeth
- b. His left hand
- c. The sole of his foot

10. In Hawaii, a common gesture for greeting is called the «shaka» and is done by:

- a. Shaking two clasped hands in the air
- b. Nodding your head rapidly up and down
- c. Folding down your three middle fingers to the palm, extending your thumb and pinkie, holding out your hand and shaking it.

? Discuss the following questions.

- ***Do people in your country use gestures a lot?***
- ***Are there any gestures that you consider offensive?***
- ***What gestures are inappropriate in business communication in Ukraine?***

### 3. Work in groups.

**Discuss what impression you can produce to a stranger doing the following things:**

- *the noises you make: yawning, clicking a pen, sniffing, tapping your fingers.*
- *talking in a loud voice; talking in a soft voice.*

- *sitting cross-legged during an important meeting.*
- *keeping your hands in the pockets while speaking to your business partner.*



## UNIT 2 TYPES OF COMPANIES

As you know, there are different companies in the world of business-companies, which operate only on domestic market, and big multinationals with subsidiaries all over the world. There are companies, which employ thousands of people, and companies with only one person. And the type of a company depends on its form of ownership.



### Reading

**Read the text about different kinds of companies in the UK.**

***Before reading study the following words:***

*Public limited company (plc) – акціонерна компанія відкритого типу*

*Private limited company – акціонерна компанія закритого типу*

*Sole trader – приватний підприємець*

*Partnership – товариство*

*Share – акція*

*To share – ділитись*

*Shareholder – акціонер*

*Stock Exchange – фондова біржа*

*Debt – борг*

*Losses – збитки*

Many of the larger businesses in the UK are **public limited companies**. It means that the public is able to buy and sell shares on the Stock Exchange. The examples of such companies are Marks and Spencer, Guinness and the National Westminster Bank. However, it is very expensive to set up this kind of company (minimum \$ 100.000). That's why small businesses take one of the following forms:



### ***Sole trader or Sole proprietor***

This is the simplest way of starting a business. You work on your own and entirely responsible for all aspects of running your business. This is especially suitable for small retail businesses.



### ***Partnership***

When two or more people want to start a business together they can set up a partnership and agree on how the business will be operated. All partners are responsible for the debts of the partnership and profits and losses are shared between them.



### ***Private Limited Company***

A company can be formed with minimum by two people becoming its shareholders. If the company goes out of business the responsibility of each shareholder is limited to the amount of money that he has contributed. A private limited company has the letters Ltd. (Limited) after its name.

? Answer the following questions:

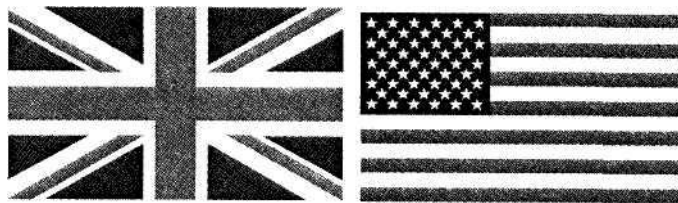
- *Where are shares bought and sold?*
- *Who is entirely responsible for running his business?*
- *What type of company has the letters Ltd. after its name?*
- *How many people are needed to set up a partnership?*

**2. Match the verbs on the left with the nouns on the right to form business expressions.**

- |          |           |
|----------|-----------|
| a)       | 5. money  |
| f) share | 6. shares |

**3. Fill in the gaps with the word combinations from the previous exercise. Put them in the proper form.**

- a) If you want to get more profit, you need to ..... more .....
- b) My uncle was a very wealthy man because he.....of the profitable companies on the Stock Exchange.
- c) I don't like ..... with someone else. That's why I am a sole proprietor.
- d) Nowadays it is very difficult to .....for small companies because of great competition.
- e) Before ..... you need to decide what form of ownership it will have.
- f) We..... all ..... together with my partner when our company went bankrupt.



**British**  
Sole proprietor  
Public limited company (plc)  
Private limited Company (Ltd)

**American**  
- individual (single) proprietor  
- Corporation (Inc)  
- Close Corporation

Choosing the form of ownership is very serious and responsible decision. Before making this decision businesses should take into account not only money matters but also all advantages and disadvantages of these forms of companies.



### Reading

**Read about pluses and minuses of running a sole proprietorship and decide what is the biggest advantage and disadvantage in this form of ownership.**



### Sole proprietorship

<i>advantages</i>	<i>disadvantages</i>
<ul style="list-style-type: none"> <li>• It is easy to start.</li> <li>• It is inexpensive to start.</li> <li>• It is flexible, because the sole proprietor himself/herself holds all the authority.</li> <li>• It is best adapted to a small business because it can provide individualized products and services to their customers.</li> </ul>	<ul style="list-style-type: none"> <li>• “Unlimited liability”- if the owner gets into debt he risks losing his money and property to pay bills.</li> <li>• If the owner is ill or dies it is difficult for the business to continue.</li> <li>• Typically there are long working hours and few holidays.</li> <li>• There are not much money to expand your business.</li> </ul>

### Listening

**Listen to a business expert describing the positive and negative sides of setting up a partnership. Complete the table below.**

### Partnership

<b>Advantages</b>	<b>Disadvantages</b>



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### Tapescript 3

Well, partnership is very common type of organization. As you know, it's impossible for one person to know everything about business, so partners can help each other and specialize in certain areas. And one more important fact that responsibilities can be also shared and each partner can have more free time. It's also easier to expand business because there is more capital to invest. But if you have chosen a bad partner, it's really a pity because it's very hard to get rid of a bad partner and disputes or arguments about the business are unavoidable. And in addition partnerships have unlimited liability.



### Corporation

<i>advantages</i>	<i>disadvantages</i>
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<ul style="list-style-type: none"> <li>• It is easy to attract investments.</li> <li>• Corporation does not die with the death of a founder or partner, and ownership rights can be easily passed on to other people.</li> <li>• It provides the opportunity of using talents, knowledge, and experience of an unlimited number of people.</li> <li>• It has the financial power to research, develop, and produce new goods.</li> </ul>	<ul style="list-style-type: none"> <li>• It is difficult and expensive to start.</li> <li>• It is difficult to control.</li> <li>• The management usually takes great care of the principal stockholders' interests, while the rights of those who have a small number of shares are often neglected.</li> <li>• It's more strictly regulated legally than a sole proprietorship or partnership is.</li> </ul>
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**6. Match words from each column to make common word combinations.**

- |            |                |
|------------|----------------|
| 1. provide | a. investments |
| 2. raise   | b. control     |
| 3. invest  | c. money       |
| 4. keep    | d. service     |
| 5. attract | e. profits     |

**7. Make up five sentences with these word combinations.**

**8. Fill the gaps in the sentences below with words from the box.**

a) Headquarters      b) partnership  
 c) Corporations d) private limited company  
 e) shareholder      f) owned      g) Stock  
                          exchange   i) sole proprietor  
 j) Pool      k) partners      l) shares

1. The .....of this corporation have greatly increased in value during the last two weeks.
2. The .....of their office is in Portland, Oregon.
3. A ..... a person who owns his or her business himself (herself) with no other.
4. If a business is ..... by several partners, it is a .....
5. .... sell their stock at the .....
6. All owners of a corporation are called .....
7. Business people ..... their money, efforts, and talents to organize partnerships.
8. When the shares of a corporation are not freely sold at the Stock Exchange, it is a .....

**9. Make up questions to suit the answers.**

1. \_\_\_\_\_ ?

A partnership can have up to 20 partners.

2. \_\_\_\_\_ ?

Shareholders are people who own shares in a company.

3. \_\_\_\_\_ ?

The Stock Exchange is a place where shares are bought and sold.

4. \_\_\_\_\_ ?

It's easy and inexpensive to start.

5. \_\_\_\_\_ ?

Greater influence belongs to shareholders who have more shares because they have more votes at the annual stockholders' meetings.

**10.You are a business consultant. A visitor comes to your office asking for advice. He or she wants to set up a sole proprietorship. Fill in the answers to your visitor's questions.**

**You:** Hello! How can I help you?

**Visitor:** Good morning! My name is.....I want to setup a sole proprietorship! I plan to open a small shop selling shirts and ties. Could you please give me some recommendations?

**You:** With pleasure. What would you like to know?

**Visitor:** What must I have and know to start a sole proprietorship?

**You:**.....

**Visitor:** But what if I don't have enough capital to invest?

**You:** .....

**Visitor:** Is it very difficult and expensive to start a sole proprietorship?

**You:** No,.....

**Visitor:** I know that, besides money, I should invest some personal assets. I don't understand what "personal assets" mean. Could you explain it to me, please?

**You:** Personal assets are .....

**Visitor:** Can anybody else, besides me, own and operate my business?

**You:** No, only the sole proprietor can .....

**Visitor:** I have a lot of objectives for my business. But can you tell what I should consider as the main objective?

**You:** There is only one main objective in every business. It is .....

**Visitor:** Thank you. But I think I'll have to come again.

**You:** You are very welcome.

**? Discuss the problem:**

Josef Stanley is a very good designer. He thinks about starting his own business. He plans to provide different services in designing and decorating offices and apartments. But he doesn't know what to start

with and what form of business to choose. ***What would you recommend him?***

### Case study.



John has always wanted to have his own restaurant. He is a wonderful cook and likes good homemade food very much. He worked for a big company, but one day when he thought he had enough money, he decided to leave his job and work for himself. He rented the bottom floor in a large house to open his restaurant, but soon realized that he didn't have enough money to purchase all the equipment he needed. Yet, he managed to get a loan from the bank, and the restaurant was opened as planned. Unfortunately, he had no money left for an advertising campaign. Since few people knew about the new restaurant, there were few customers. The food was very good, but rather expensive because it was prepared by John himself. He had to raise prices even higher to pay the expenses because he had so few regular customers. Soon even they stopped visiting John's restaurant since there were cheaper restaurants and cafes in the neighborhood - a lot of fast-food restaurants among them. Very soon John's expenses were higher than his profits. He could not repay the bank for his loan or even its interest. His rent was overdue. Within a year he went bankrupt, the restaurant was sold, and John had to look for another job.

? Answer the following questions:

- Why did John fail? List the reasons of his failure.
- If you were a business consultant, what would you recommend John to do before opening his restaurant?

### Role play

Student A	Student B
-----------	-----------

<p>You are John. You have come to a business consultant for recommendations. Answer the consultant's questions and discuss his/her recommendations with him/her.</p>	<p>You are a business consultant. A man has come to your office for recommendations. He wants to open his own restaurant. Ask him all the questions you need to ask: investment capital, location of the planned restaurant, kinds of food to be served, opportunities for advertising, etc. Then give him your recommendations.</p>
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## PROJECT WORK

**You have already created your own company. Now you need to decide what type of organization to choose. In groups conduct a discussion; give reasons for your decisions.**

## COMMUNICATION WORKSHOP

### INVITATIONS

<b>Inviting</b>	<p>We'd like to invite you to...</p> <p>Would you like to come to...?</p> <p>We wondered if you could come to...?</p> <p>What about...?</p>
<b>Accepting</b>	<p>Thank you...</p> <p>I'd love to.</p> <p>That would be nice.</p> <p>I'd be delighted.</p>
<b>Declining</b>	<p>I'd love to, but...</p> <p>I'm sorry, but I've got another engagement</p> <p>I'm afraid I can't come. I'm going to...</p>
<b>Place</b>	<p>Is it far?</p> <p>What's the best way to get there?</p> <p>I'd recommend you to take a taxi.</p> <p>I'll send you a map.</p>
<b>Time</b>	<p>Would Tuesday evening suit you?</p> <p>What sort of time?</p> <p>Shall we say 8 o'clock?</p> <p>Let's say 8 to 8.30</p>
<b>Confirming</b>	<p>So, that's 7.30 on Wednesday?</p> <p>Let me just confirm that. Tuesday at 8.00, at your</p> <p>I look forward to seeing you.</p>

**1. Helen Connell wants to invite her business partner Josef Green to visit her house. Complete Josef's half of the dialogue with sentences *a* to *d*.**

**Helen:** We'd like to invite you to our house before you return to England.

**Josef:** .....

**Helen:** Could you manage Saturday?

**Josef:** .....?

**Helen:** Well for drinks, and then for dinner.

**Josef:** ..... ?

**Helen:** That's fine. There will probably be a few other people, but we'll keep it nice and informal.

**Josef:** .....

a) That's really very kind, Helen.

b) Yes...what sort of time?

c) So about 7.30?

d) Great. I look forward to it.

**2. Complete sentences *a* and *b* so they mean the same as the sentence in italics.**

**1. *What day do you prefer?***

**a** What day .....you?

**b** What day is ..... for you?

**2. *How about Wednesday?***

**a** ..... Wednesday convenient?

**b** ..... Wednesday suit you?

**3. *Sunday's convenient for me.***

**a** Sunday ..... me.

**b** Sunday ..... fine for me.

#### **4. I can't make it on Friday.**

**a** Friday .....convenient for me.

**b** Friday .....suit me.



#### **3. Pair work**

**Prepare five invitations of your own (for dinner at your house, for a drink after work, for a game of golf or tennis). Then, in pairs, take it in turns to make and respond to the invitations.**



#### **4. Pair work**

<b>Student A</b>	<b>Student B</b>
<p>You are a visitor to Student's B company. You will be invited out to dinner. You are only in the country for four days and you only have one evening free (Thursday). Respond to the invitation positively and politely. Make sure you understand the arrangements.</p>	<p>Student A is visiting your country and you are responsible for looking after him/her. You would like to invite your guest to dinner at your home, if possible on Monday evening. Other evenings are possible but not so ideal. If you can, organize the dinner and make all the arrangements, including</p>



	picking him/her up, etc.
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### 5. Pair work

<p><b>Student A</b></p> <p>You are visiting Student B's country for a training course. He/she will invite you to the theatre tomorrow evening. Unfortunately, you have already arranged to go out to dinner with some friends.</p>	<p><b>Student B</b></p> <p>Student A is on training course in your city. Invite him/her to the theatre tomorrow evening.</p>
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### Cultural corner

#### The Business of Gifts

Being invited out to someone's home in a foreign country poses questions about what to wear, what to take, when to arrive and leave and what gifts to give. Everyone likes to get gifts, and business people are no exception – but what gifts are appropriate?



### Reading

1. Read the information about the culture of gift-giving in different countries. Can you guess what country is described?

**Match each paragraph with a country where these customs are used.**

- |    |           |
|----|-----------|
| 1. | a) Brazil |
| 2. | b) Japan  |
| 3. | c) U.S.A. |

4.

#### d) Switzerland

\_\_\_\_\_1\_\_\_\_\_ Gifts are given frequently and are important part of all relationships. Politeness may require that the recipient first decline the gift; the giver may have to offer it three times. Since gifts are never opened in the presence of the giver, the presentation is of equal importance. Proper gift-wrapping is vital. Gadgets are popular gifts.

\_\_\_\_\_ 2\_\_\_\_\_ businesspeople in this country give out many promotional items, which are not gift-wrapped. Formal gift giving among U.S. executives is usually limited to Christmas and commemorative events. Some executives who deal with foreigners have learned to give gifts on other occasions. Gadgets are popular, and gifts may display a corporate logo. Gifts are opened immediately.

\_\_\_\_\_3\_\_\_\_\_ Gift-giving habits vary among three major linguistic groups. Quality and craftsmanship are appreciated, but gifts must not be mistaken for a bribe. Small, tasteful gifts are preferred over the large and ostentatious. Crafts or folk art from your home region are respected. Gifts are usually opened immediately.

\_\_\_\_\_ 4\_\_\_\_\_ Hospitality is important, but gift giving is not universal among businesspeople. Secretaries at companies can be very helpful, and a gift of a scarf or perfume is a good way to express appreciation. However, gifts to members of the opposite sex can be misinterpreted; a man should say: «This is from my wife» when giving a gift to a woman. Be cautious about gifts with a green-and-yellow color scheme, which represents the national colors. Gifts should be stylish.

#### **? Discuss the following questions.**

- *Are gifts important in business communication in your country?*
- *What gifts are common?*
- *Are there any special traditions connected with gift giving?*

**3. Write a short report about the culture of gift giving in Ukraine.**

**4. Do the following quiz to find out more about different cultures**

**and different gifts.**

***Beware Businessmen Not Bearing Gifts***

1. Match the occasion when a gift is absolutely required with the country.

- |                          |                         |
|--------------------------|-------------------------|
| A. July 15 and January 1 | 1. United Arab Emirates |
| B. Every stage of a deal | 2. Nicaragua            |
| C. Secretarial services  | 3. Japan                |

2. Your Singaporean client looks stricken when he sees the gorgeous hand-made cowhide boots you had bought especially for him. **True or false:** Your client is probably a practicing Hindu.

3. **True or false:** A gift should always be wrapped in its country of origin.

4. **True or false:** In Asia, the recipient of a gift will place the gift aside, rather than opening it in the presence of the giver.

5. Sport-related gifts are often appreciated. Of course, you need to know your client's sport. In the Caribbean, you'll find golf, tennis, snorkeling, and fishing, but other sports are present as well.

***Match the following sports and countries:***

- |                     |             |
|---------------------|-------------|
| a. Cricket and polo | 1. USA      |
| b. Football         | 2. Russia   |
| c. Bowling          | 3. Barbados |
| d. Baseball         | 4. Aruba    |
| e. Billiard         | 5. Brazil   |

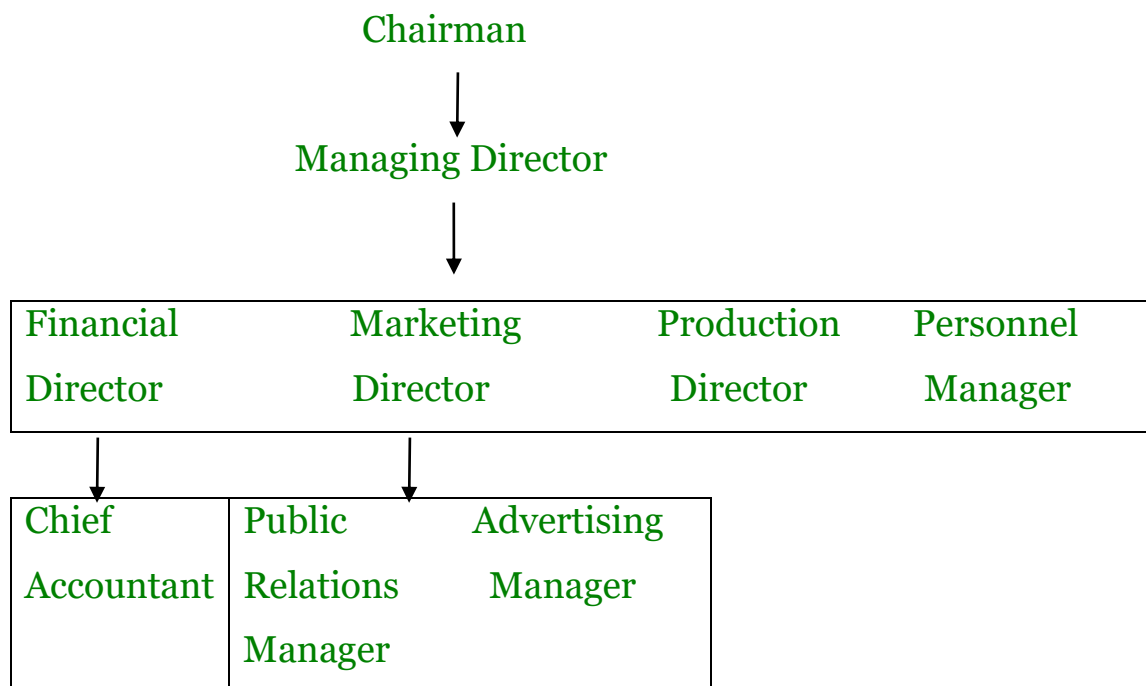
## UNIT 3

### COMPANY STRUCTURES



In business organization structure means the relationship between positions and people who hold the positions. Organization structure is very important because it provides an efficient work system as well as a system of communication. Most companies are made up of three groups of people: the shareholders (who provide the capital), the management, and the workforce. The management structure of a typical company is shown in the following organization chart.

#### The organizational chart of the company



#### Reading

**Read how things are organized in a company.**

Before reading study the following words:



**Hierarchy** – ієрархія

**Board of Directors** – рада директорів

**Chairperson** – голова ради директорів

**Managing Director** – директор

**Senior managers** – головні менеджери

**Advertising (publicity)** – реклама

**CEO** – виконавчий директор

**To appoint (to the position)** – призначати на посаду

At the top of the company **hierarchy** is the **Board of Directors**, headed by the **Chairperson** (or **President**). The Board **is responsible for** making **policy decisions** and for determining the company's strategy. It usually **appoints a Managing Director** (or **Chief Executive Officer**) who has overall responsibility for the running of the business. **Senior managers** head the various **departments** or functions within a company, which may include **Marketing, Production, Finance** etc.

**Answer the following questions.**

- *What is headed by the Chairperson or President?*
- *What is the Board of Directors responsible for?*
- *What is Managing Director responsible for?*
- *What do Senior managers head?*
- *Who provides capital for a company?*

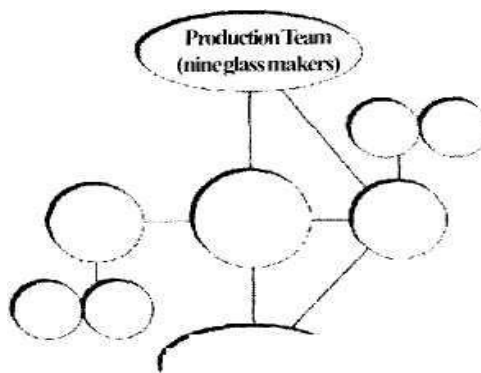
1.Fill the gaps with the necessary prepositions.

1. Our company is headed ..... the President.
2. We deal ..... producing and selling cosmetics.
3. Our Marketing Manager is responsible .....promotion of goods and reports directly ..... the President.

4. Marketing Department usually consists ..... two divisions - Sales and Advertising.
5. As to Human Resources Department, it takes care .....the personnel, its recruitment, and training.
6. Our subsidiary is composed ..... five Regional departments.

2. Below you see the organization chart of **Royal Swedish Crystal**. Find where you are in the chart.

RSC is a small company, which produces high-quality glasses and sells these all around the world. There are 18 employees and the Managing Director. He is responsible for sales and marketing and has under him a sales team of three:



one Export manager and two sales representatives. The office staff deals with orders and gives secretarial help to the Managing Director. As Chief Designer, you are in charge of the design department and your job is to make new designs and organize the work of the production department. There are two other designers under you. There is no Production Manager: The team

of nine glass makers report to you and to the Managing Director.

### Listening

Listen to Peter Sharon describing the structure of his company.

Use his description to complete the organization chart below.

**Before listening study the following words:**



**to be divided** – підрозділятися

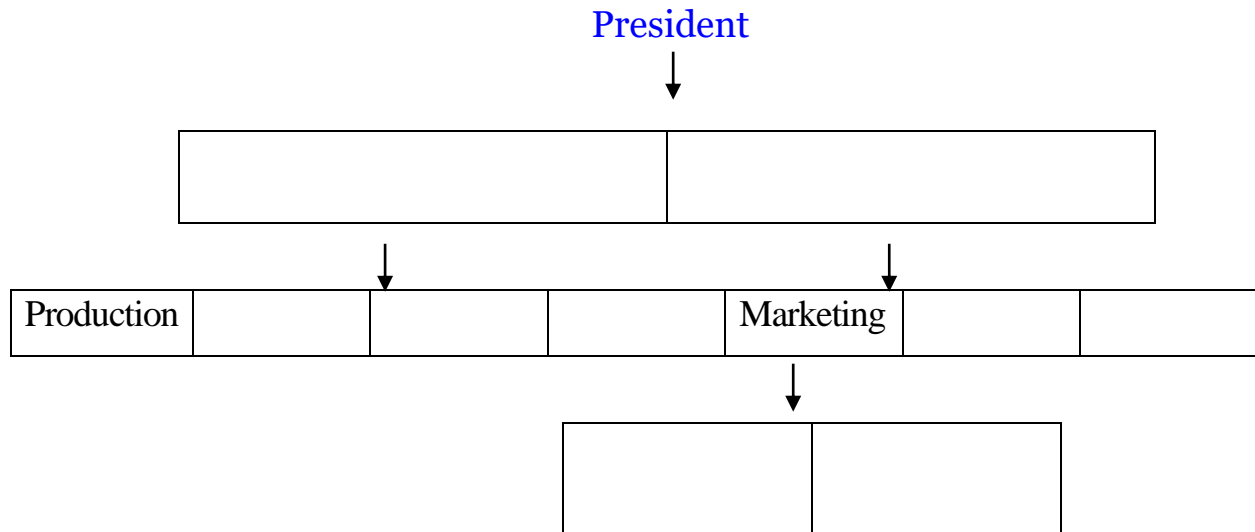
**to supervise** – контролювати

**supervisor** – начальник

**subordinate** – підпорядкований

**to be subordinated to** – підпорядковуватись

**to hold a position** – займати посаду



# Tapescript 4

My name's Peter Sharon I work for Johnson & Johnson. Johnson & Johnson is the world's known manufacturer of health care products, as well as a provider of related services. I suppose that if I'm going to describe how things are organized in this company I'd better start at the top. That's where you can find Mr Rodgers who is the President of our company and everybody's boss here. The President is the nominal head of the company, and is elected at the annual shareholders' meeting. But the President does not **supervise** the day-to-day running of the company. That's the **duty** of Managing Director. There are two Managing Directors at our company and they report directly to the President. The first Managing Director, Mrs Taylor is responsible for production. Mr Brown who is in charge of promotion of our products **holds the position** of the second Managing Director. The work of the company **is divided** among seven departments. Mrs Taylor supervises Production, Finance, R&D and Law. Marketing, Personnel and Public Relations **are subordinated to** Mr Brown. Marketing Department is subdivided into two sections - Advertising and Sales.

## BUSINESS WITH FUN



### Main Vice President

Tom was so excited about his promotion to Vice President of the company he worked for and kept bragging about it to his wife for weeks. Finally she couldn't take it any longer, and told him, «Listen, it means nothing, they even have a vice president of peas at the grocery store!».

«Really?» he said. Not sure if this was true or not, Tom decided to call the grocery store. A clerk answers and Tom says «Can I please talk to the Vice President of peas?

The clerk replies «Canned or frozen?»

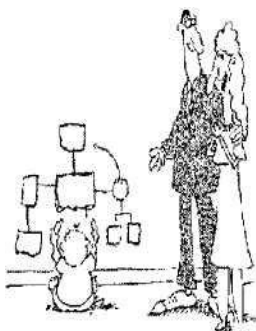
### Individual assignment

**Read the text about alternative organization structures and do the exercises after it.**

*Can you imagine a place of work where you don't have to go every day? What kind of company or organization can it be?*

### Reading

Read the text about different types of business organization.



Oh look, his first organization chart.

### Alternative forms of Business Organization

### Contingency workforce



Individuals are hired by companies to work on short-range projects or to cover unexpected demands that cannot be met by a permanent core group of employees. One out of five Americans is now a member of the contingency workforce.

As a result of the process of downsizing there appeared a demand for interim professionals or freelance. They have created a new class of professional temporaries who are different in education and professional experience from clerical temporary workers.

### Horizontal corporation

When a company reduces hierarchy it creates cross-functional teams made up of members from different departments to run them.

This organization structure is opposite to the vertical corporation where information and execution of orders are tightly controlled from above. The horizontal corporate world, in contrast, is networked internally and focused on its customers. Hierarchical and department boundaries are eliminated, supervision is minimized, and self-managing teams become the building blocks of the new enterprise.

### Shamrock organization

Shamrock organization is an example of information- age corporation. The leaves of shamrock symbolize three different segments of activity and workforce.

One leaf of the shamrock or segment of the new organization represents the core workforce, which includes managers, technicians, and qualified professionals. This group owns the knowledge that distinguishes a company from its competitors. They are full time workers committed to the company and in return receive high salaries and generous benefits.

The second leaf of the shamrock represents organizations outside the company to whom work is contracted. These are nonessential workers or units that can be replaced without damage to a company. They are normally self-employed and are specialists in a certain kinds of work. They deal with data processing operations,

cleaning services that maintain buildings, and supply of raw materials or even deal with parts in a manufacturing process.

The third leaf of the shamrock is the temporary or part-time, flexible labor force of just-in-time employees. The company saves money because it only employs these people when it needs them.

### Virtual corporation

One more model for the new organization. It is described as the de-organized, disembodied and borderless organization. It has been associated with alliances, federations, partnerships. The virtual corporation is an innovative business structure organized around a few core modules and key skills and supported by a network of independent people. Its objective is to keep productivity high. The ability to satisfy the customer becomes the driving force behind this organizational architecture.

? 1. Outline the advantages and disadvantages of being a freelance.

### Would you like to work for a virtual corporation?

2. Compare the shamrock organization with a traditional company. What are the advantages and disadvantages of the shamrock organization for the following? Fill in the table.

	ADVANTAGE	DISADVANTAGE
For the company		
For the core workers		
For the self-employed people		

3. A traditional computer company has decided to reorganize as a shamrock organization in order to cut costs. Discuss the following points. In each case give your reasons.

? a) Which of these jobs should you keep in the core? Choose them from the box.

Accountant      computer programmer      lawyer  
Advertising manager      secretary  
Security manager      company doctor

**What other jobs do you think should be in the core?**

- b) *Is it better to use self-employed workers or a flexible labor force to do the non-core jobs?*
- c) *Which of these functions should you keep in the core?*

Cleaning      strategic planning      sales      catering  
administration      training      organizing holidays for staff

**4. In the written form explain your choice to work for this or that organization. Your essay should not be more than 180 - 210 words.**

## COMPANY DEPARTMENTS

*Cotto Bros, is divided into a number of departments, which all work together to keep the company working properly. Each of these departments has a particular role to play.*

**1. Unjumble the letters in brackets to give the names of departments in a company.**

(nodurpocit)

This department is responsible for manufacturing the goods. It has to make sure that the quality is high and the cost per item is at a certain level.

(imetgarkn)

This department decides how much of the goods should be made by department A, and once they have been manufactured, this department is responsible for advertising and selling them.

**(nfacine)**

This department prepares the budget for the company, and decides how much money should be given to each department, and also how much of the profits should be spent on investment.

**(laleg)**

This department prepares contracts, guarantees, patents and other legal documents and also represents the company if it is involved in a court case.

**(enorpsnel)**

This department is responsible for the people in the company. They deal with hiring and firing staff, and also any problems that staff have with their health or their personal lives.

**2. Now look at people who work in different departments. Identify their professions.**

1. **Mr Scott** works in the finance department. His job is to make sure that the company's financial records are correct.

- a. Accountant    b. Shop Steward    c. Engineer    d. Director



2. **Mrs Cameron**

is in charge of a department or part of a department. Her job is to tell people what to do and when to do it.

- a. Accountant    b. Personal Assistant    c. Director    d. Manager

3. **Mr Boswell** works in the legal department. His job is to know how the law affects the company.

- a. Accountant      b. Majority shareholder      c. Director.      d. Lawyer

**4. Mr Mc Fee** works in Research and development. His job is to design machinery.

- a. Director      b. Shop Steward      c. Engineer      d. Manager



**5. Mr Glasgee** works in the factory. He represents the local trade union in its dealings with the management.

- a. Engineer      b. Shop Steward      c. Lawyer      d. Personal Assistant

**6. Mrs Gonerhill** is one of the senior members of the company. She and her associates decide the future of the company, and elect the chief executive officer.

- a. Engineer      b. Shop Steward      c. Director      d. Manager



**7. Mr Brown** is one of the owners of the company. He owns the most shares of the company in the stock market.

- a. Majority shareholder      b. Engineer      c. Director.      d. Lawyer



**8. Miss Phearson** helps her boss organize her day, and prepare for meetings. She reminds her of appointments and works closely with the secretary.

- a. Majority Shareholder      b. Personal Assistant      c. Lawyer.      d. Director

**3. Now write the short descriptions of the following jobs: *secretary, computer programmer, sales manager, trainer, tax expert, representative*. The vocabulary given below may be useful for you.**

**To be responsible for:**

- buying, (selling) products
- training staff
- quality control
- organizing training courses

- dealing with customers
- keeping everything in good working order
- systems administration and in-house programming for special company tasks
- dealing with different system errors
- contacts a firm makes promoting company's business
- keeping a minute book
- economic analyses
- annual marketing planning

**4. Use this information to complete the sentences. First describe the person's job and then say what he is doing now. Pay special attention to the use of the present simple and present continuous tenses.**

*Example:* The managing director (/run the firm /speak to the bank manager)

*The managing director runs the firm. At the moment he is speaking to the bank manager.*

- 1.Receptionist (give out keys/talk to a client)
- 2.Office manager (give orders/write a memo)
- 3.Post room clerk (sort out letters/make coffee)
- 4.Personnel officer (employ people/interview applicant for a job)
- 5.Head of the accounts department (count money/read report)
- 6.Sales manager (find new markets/phone client)
- 7.Managing director's secretary (organize the office work/file papers)

## **5. Translate into English**

1. Наш директор керує компанією вдало.
2. Рада директорів банку складається з 17 персон.
3. Містер Вільямс, голова ради директорів, контролює діяльність нашої фірми. Відділ маркетингу та фінансовий відділ знаходяться у підпорядкуванні керуючого директора.
5. Керуючий директор доповідає про свою діяльність безпосередньо президенту компанії.

6. Усі обов'язки з виробництва товарів розділяються між двома відділами – виробничим відділом та відділом з дослідження та розвитку.

**5. Complete the sentences below with an appropriate adverb or adjective from the box.**

Polite/politely  
tactful/ tactfully  
competent/competently  
efficient/efficiently  
Smart/smartly  
forceful/forcefully  
Accurate/accurately

*Example:* A typist must be able to type *accurately* (without mistakes)

1. The receptionist must look ... (well-dressed)
2. She must dress ... (well)
3. She must answer the phone ... (with politeness)
4. Her typing must be ... (free from mistakes)
5. A personnel officer needs to talk to people ... (without making them feel embarrassed)
6. The office manager must run the office ... (well, without wasting time)
7. The sales manager needs to speak ... (with force)
8. All the staff need to be ... (able to do their work)

### PROJECT WORK

**In groups or individually draw the organization chart of the company you have created. Decide how many departments your company will have, what functions they will perform and who will be responsible for these departments.**

## COMMUNICATION WORKSHOP

### Eating out

? Answer the following questions:

- *Where can you eat out in Ukraine?*
- *What cuisine do you prefer?*
- *What restaurant would you choose to invite your business partner to? Why?*

<i>Restaurant</i>	<i>language</i>
<i>Asking for information</i> What would you like? What do you recommend? What exactly is that'?	<i>Complaining</i> I think this bill is wrong. That's not what I ordered. Can you change it please?
<i>Giving advice</i> I suggest... I recommend... It's a local dish. It's made of... It's very spicy.	<i>Paying</i> Do you take (Visa cards)? Shall we split the bill? I'm paying. Please, I insist. Is service included? Can I have a receipt please?

### *Ordering*

*To start .... / as a starter*  
*To follow ... / as a main course*  
*For dessert ....*  
*I'd like ...*  
*I'll have ...*

### 1.Listening

**Sally Dillon and Charles Damon are having lunch in The Bull's Ring. Listen to the dialogue. What do they order?**



<i>The Bull's Ring</i> <i>Grilled Texan Steaks</i>	
<i>Food</i>	<i>Drink</i>
<i>Grilled Steak....\$12.50</i>	<i>Coffee ....\$1.00</i>
<i>BBQ Ribs .... \$11.50</i>	<i>Beer ... \$1.25</i>
<i>Steak Teriyaki..\$2.50</i>	<i>Juice ....\$1.50</i>
<i>Fajitas .... \$ 11.50</i>	<i>Cola ... \$ 1.00</i>

### Tapescript 5

S: Ok. Are you ready to order?

C: Not yet. What do you recommend?

S: I suggest Fajitas. I like it very much.

C: What exactly is that?

S: Well, its Mexican dish - minced meat cooked with vegetables.

C: Is it spicy?

S: No, its delicious.

C: Ok. I'll have Fajitas then.

S: And I'd like grilled steak.

C: What would you like to drink?

S: I'd like a cup of coffee, strong with milk.

C: I don't drink coffee. I'll have orange juice.

S: So, let's call a waiter.



2. Look at the menu below and discuss with your partner what you want to eat.



#### 4. Discuss the following questions.

- *If you visited countries where people ate the following foods, would you try any of them: monkey, snake, dog, insects? Why, why not?*
- *What is the most unusual thing you've ever eaten? Did it taste good or bad?*

#### 4. Listening

Jane Tucker, a businesswoman, is ordering breakfast in a small restaurant.

Listen to the dialogue. Fill in the gaps with the missing words.

**Ms. Tucker:** Excuse me! Could I order now? I'm in a little bit of a hurry.

**Waiter:** Certainly. Would you like to start with some  
1\_\_\_\_\_?

**Ms. Tucker:** No, thanks. I'll have some orange juice.

**Waiter:** Sure. What would you like to have as a  
(2)\_\_\_\_\_?

**Ms. Tucker:** I'll have French onion (3)\_\_\_\_\_. And what would you  
recommend as a main (4)\_\_\_\_\_?

**Waiter:** I recommend you the New York steak with mashed potatoes.

**Ms. Tucker:** Ok. I'll take it.

**Waiter:** Anything to (5) \_\_\_\_\_ ?

**Ms. Tucker:** Yes. Could you bring me a glass of (6) \_\_\_\_\_ please?

**Waiter:** Red or white?

**Ms. Tucker:** Red wine, please.

**Waiter:** Very good. I'll be right back with your (7) \_\_\_\_\_ .

### Tapescript 6

**Ms. Tucker:** Excuse me! Could I order now? I'm in a little bit of a hurry.

**Waiter:** Certainly. Would you like to start with some coffee?

**Ms. Tucker:** No, thanks. I'll have some orange juice.

**Waiter:** Sure. What would you like to have as a starter?

**Ms. Tucker:** I'll have French onion soup. And what would you recommend as a main course?

**Waiter:** I recommend you the New York steak with mashed potatoes.

**Ms. Tucker:** Ok. I'll take it.

**Waiter:** Anything to drink'?

**Ms. Tucker:** Yes. Could you bring me a glass of wine, please?

**Waiter:** Red or white?

**Ms. Tucker:** Red wine, please.

**Waiter:** Very good. I'll be right back with your order.



### 5. Pair work

**Look at the menu below. Student A is a waiter, Student B is a client.  
Role play the dialogue "In a cafe".**

<i>Dartes Deli</i> <i>Sandwiches from Paradise</i>	
Food	Drink
BLT .....\$3.50 (Crispy bacon with lettuce And tomato.With or without cheese)	Coffee .....\$1.00
Ham & Cheese ....\$ 3.25 (Fresh ham with cheddar cheese, onions &pickles)	Milk ....\$ 1.25
Vegetarian ....\$2.75 (fresh cucumber,	Juice ....\$ 1.50
	Cola ....\$ 1.00

**5. Complete the following passage putting the verbs in brackets in the Present Perfect or the Present Perfect Continuous.**

**Robin :** I think the waiter (forget) 1. \_\_\_\_\_ us. We (wait) 2 \_\_\_\_\_ here for over half an hour and nobody (take) 3 \_\_\_\_\_ our order yet.

**Michele:** I think you're right. He (walk) 4 \_\_\_\_\_ by us at least twenty times. He probably thinks we (order, already) 5 \_\_\_\_\_ .

**Robin:** Look at that couple over there, they (be, only) 6 \_\_\_\_\_ here for five or ten minutes and they already have their food.

**Michele:** he must realize we (order, not) 7 \_\_\_\_\_ yet ! We (sit) 8 \_\_\_\_\_ here for over half an hour staring at him.

**Robin:** I don't know if he (notice, even) 9 \_\_\_\_\_ us. He (run) 10 \_\_\_\_\_ from table to table taking orders and serving food.

**Michele:** That's true, and he (look, not) 11 \_\_\_\_\_ in our direction once.

**6. Here are some restaurant complaints. Fill in the gaps with one of the words from the box.**

- |          |           |
|----------|-----------|
| a) Clean | f) rare   |
| b) Cold  | g) stale  |
| c) Some  | h) dirty  |
| d) Hot   | i) strong |
| e) Cup   | j) broken |

1. This soup is ..... and I'd like my soup very ..... Can you change it, please?

2. This knife is..... Can you bring me a ..... one, please?
3. This glass is .....Can you bring me another one, please?
4. This bread is .....Can you bring me..... fresh bread, please?
5. This coffee is very weak and I like .....coffee. Can you bring me another, please?
6. This steak is very well done, but I asked for ..... Can I have another one, please?

**8. It is the end of the meal. What do you think Robert says in these situations?**

1. He wants a bill.
2. He wants to pay for everyone.
3. He wants to pay by MasterCard.
4. He wants a receipt.

**Put the words of the answers into the correct order**

- a) please the have can bill I ?
- b) my are is on this me you guests (2 sentences)
- c) take you do MasterCard ?
- d) Please I a have could receipt ?



## CULTURAL CORNER

Going out for a meal or drink can present some difficulties. It is not always clear from the invitation who is going to pay. Questions like "Do you fancy a drink?" or "What about meal?" could mean you are offering to buy a drink or a meal. Alternatively, they could mean you are simply looking for a company. In the UK, people often buy drinks "in rounds" - one person buys drinks for everybody, on the basis that the next round of drinks will be bought by somebody else. At the end of a meal for which all the dinners are paying, they often "split it down the middle", in other words, take the total bill and divide it by the number of people present. Insisting that you would like to pay can also be difficult. You hear expressions like "This one on me", "Let me get this", or "This is my treat."



Pair work

Do the **AROUND THE WORLD** quiz. Circle the answer you think is correct.

## **AROUND THE WORLD**

### **1. Sweden**

**You go out for a meal. How many glasses of wine can you drink before driving back to your hotel?**

- a) Two
- b) Any amount - there are no drink-driving laws
- c) None

### **2. Spain**

**You'd like to try the local cuisine. How late can you eat?**

- a) You have to finish your meal by 9 p.m. Restaurants close early
- b) Spanish restaurants stay open all night
- c) You can eat very late. Spaniards often eat after 11 p.m.

### **3. India**

**An Indian business partner invites you to a traditional meal. How should you eat?**

- a) With your left hand only
- b) With your right hand only
- c) With both hands

### **4. Brazil**

**If you're invited to a meal in Brazil, you should arrive:**

- a) Shortly before the stated time
- b) Some time after the stated time
- c) Arrive much earlier

## 5. Poland

**Which flowers should you never take to a dinner party in Poland?**

- a) Carnations
- b) Chrysanthemums
- c) Tulips

**Listen and check you answers.**

### Tapescript

1. Drinking and driving is forbidden in Sweden, so if you want to try a local wine, we recommend you to go to a restaurant by foot.
2. If you suffer from insomnia, the ideal country for visiting is Spain because the restaurants stay open very late here.
3. Indians traditional eat with their right hand, as the left hand is considered unclean.
4. Your Brazilian hosts will expect you about half an hour after the stated time. Never arrive early in case they are busy with last minute preparation.
5. Chrysanthemums are only given at funerals, so taking these flowers to a dinner party is considered the bad manners.

## IRREGULAR VERBS



**ARISE** (виникати) ..... **arose** . . . . **arisen**

**AWAKE** (будити) ..... **awoke**... **awoke**

**awaked**.. **awaked**

**BE** (бути)..... **was**..... **been**

**BEAR** (народжувати)... **bore**..... **born**

**BEAT** (бити)..... **beat** .... **beaten**

**BECOME** (ставати) . became .. become

**BEGIN** (починати) ..began ... begun

**BEND** (гнути, згинати) .. bent... bent

**BITE** (кусати) bit bitten

**BLEED**(стікати кров'ю) . bled.... bled

**BLOW** (дути) blew ..... blown

**BREAK** (ломати).....broke .....broken

**BRING** (приносити)..brought .brought

**BUILD** (будувати).....built ... .built

**BURN**(горіти) .....burnt.... burnt



**BURST** (розривати) burst .... burst

**BUY** (купувати) .. bought . . bought

**CATCH** (ловить) caught... caught

**CHOOSE** (вибирати).. chose.... chosen

**COME** (приходити)... came .... come

**COST** (коштувати) .. COST .....COST

**CUT** (різати) ..... Cut..... Cut

**DEAL** (торгувати)... dealt .... dealt

**DIG** (копати) .... dug .....dug

**DO** (робити)..... did .....done

**DRAW** (малювати).... drew .... drawn

**DREAM** (мріяти)... dreamt .. dreamt

dreamed. dreamed

**DRINK** (пити) drank ... drunk

**DRIVE** (їхати) drove ... driven

**EAT** (їсти) ..... ate ..... eaten

**FALL** (падати) ... fell ..... fallen

**FEED** (годувати) . fed..... fed

**FEEL** (відчувати) . . felt .....felt





Fly

**fight** (боротися) ..... fought .....fought

**Find** (знаходити)..... found ..... found

(літати) ..... flew .....flown

**Forbid** (забороняти)forbade.....forbidden

**Forget** (забувати) .....forgot .....forgotten

**Forgive** (прощати) ..... forgave .....forgiven

**Freeze** (замерзати ) ..... froze .....frozen

**Get** (отримувати) .....got .....got

**Give** (давати) .....gave.....give

**Go** (йти).....went.....gone

**Grind** (точити)..... ground.....ground

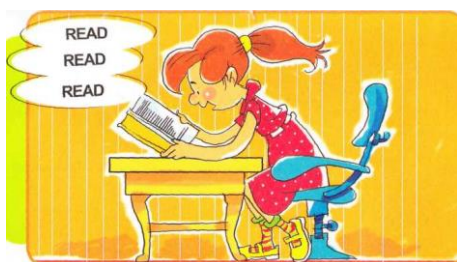
**Grow** (зростати).....grew .....grown

**Hang** (висіти).....hung.....hung

**Have** (мати) .....had .....had

**Hear** (чути).....heard.....heard

**Hide** (ховати) .....hid.....hidden



**Hit** (ударяти) .....hit.....hit

**Hold** (тримати) .....held.....held

**Hurt** (вдаритися) .....hurt.....hurt

**Keep** (зберігати) .....kept .....kept

**Know** (знати) .....knew.....known

**Lay**(класть) .....laid.....laid

**Lead** (вести) .....led.....led

**Learn** (вчитися) .....learnt .....learnt

Learned.....learned

Leave (залишати) ....left .....left

Lend (давати в борг) .....lent .....lent

Let (дозволяти) .....let.....let

Lie (лежати) ....lay .....lain

Light(висвітлювати).....lit.....lit

(lighted.....lighted)

Lose (втрачати).....lost.....lost

Make (робити) ....made.....made

Mean (значити) .....meant.....meant

Meet (зустрічати) .....met.....met

Pay (платити) .....paid .....paid

Put (класти) .....put.....put

Read (читати) .....read.....read

Ride (їздити верхи) .....rode.....ridden

Ring (їздити верхи) ....rang.....rung

Rise (підніматися) ....rose .....risen

Run (бігти) .....ran .....run

Say (говорити) .....said.....said

See (бачити) .....saw.....seen

Seek (шукати) .....sought.....sought

Sell

(продавати) .....sold.....sold

Send (відсилати) ....sent.....sent



**Set** (поміщати) .....set.....set

**Shake**(трясти) .....shook .....shaken

**Shave**(трясти) ...shaved.....shaven

**Shine** (сяяти) .....shone.....shone

**Shoot**(стріляти) .....shot.....shot

**Show**(показувати)showed ...shown

**Shut** (закривати) .....shut .....shut

**Sing** (співати) .....sang.....sung

**Sit** (сидіти) .....sat .....sat

**Sleep** (спати) .....slept .....slept

**Smell** (пахнути) .....smelt .....smelt (smelled.....smelled)

**Speak** (говорити) .....spoke .....spoken

**Speed** (поспішати) .....sped .....sped

**Spell** (вимовляти по буквах)spelt .....spelt

(Spelled...spelled)

**Spend** (витрачати).....spent.....spent

**Spoil** (псувати) .....spoilt .....spoilt (spoiled..spoiled)

**Spread** (поширювати)...spread ...spread

**Spring** (стрибати) .....sprang.....sprung

**Stand** (стояти) .....stood.....stood

**Steal** (красти) .....stole.....stolen

**Stick** (приклеювати) .....stuck .....stuck

**Strike** (ударяти) .....struck .....struck

**Strive** (прагнути) .....strove .....striven

**Swim** (плавати) .....swam .....swum

**Swing** (гойдатися) .....swung .....swung

**Take** (брати) ....took.....taken

**Teach** (навчати) .....taught.....taught

**Tear** (рвати) .....tore .....torn

**Tell** (розповідати) ....told ....told

**Think** (думати) .....thought ....thought

**Throw** (кидати) ....threw.....thrown

**Understand** (розуміти) ....understood.. understood

**Wear** (носити) .....wore.....worn

**Weep** (плакати) .....wept .....wept

**Win** (вигравати) ....won .....won

**Wind** (заводити) ....wound.....wound

**Write** (писати) ....wrote ....written

## English Grammar in Tables

### ЧАСТИНИ МОВИ

#### ІМЕННИК (THE NOUN)

##### I. Загальна характеристика іменників

Іменники означають назву предметів і речовин, живих істот, явищ і абстрактних понять.

##### Таблиця 1

##### Загальні властивості іменників

1. Перед іменниками звичайно ставлять спеціальні частки — <i>a, an,, the</i> .	<i>I am a pupil. He is an engineer. Close the door, please</i>
2. Тільки живі іменники мають загальний ( <i>a girl, girls</i> ) і присвійний відмінки ( <i>girl's, girls`</i> )	<i>May I take the girl's pen, please? Show me the doctors' room.</i>
3. Іменники можуть вживатися як безприйменникові означення до інших іменників.	<i>She usually wears school uniform..</i>
1. Іменники сполучаються з прийменниками.	<i>Where will you go after dinner?</i>
5. Іменники визначаються прикметниками	<i>My favorite writer is Shevchenko;</i>

## Таблиця 2

### Функції іменника в реченні

1) Підмет або додаток	<i>The girl put the book on the desk.</i>
2) Означення	<i>I want to go to the village cinema with my friend.</i>
3) Прикметник.	<i>Boris is my brother, he is a pupil.</i>
4) Обставина: а) з прийменником; б) без прийменника.	<i>Let's go to the Black Sea with my parents.</i> <i>Wait a minute, please.</i>

### Класифікація іменників за складом

1. <i>Прості іменники</i> (Simple Nouns), які складаються тільки з одного кореня без префіксів і суфіксів.	a book, a pencil, a house, salt
2. <i>Похідні іменники</i> (Derivate Nouns) в своєму складі крім кореня мають ще префікси або суфікси.	a driver, a mistake, beginning
3. <i>Складні іменники</i> (Compound Nouns) складаються з основ двох-трьох слів, наголос падає на першу основу.	a 'postman, a `schoolboy, an 'airplane

## Таблиця 4

## Класифікація іменників за значенням

<p>1. <i>Загальні іменники</i> (Common Nouns ) означають цілі класи предметів;  речовин;  живих істот;  явищ і абстрактних понять. Поділяються на:</p> <p>а)злічувані (countable nouns), означають предмети, які можна порахувати;</p> <p>б)незлічувані (uncountable nouns), означають предмети, і поняття, які не можна порахувати.</p> <p>2. <i>Власні іменники</i> (Proper Nouns)</p> <p>а)особові іменники означають: власні імена і прізвища людей, пишуться з великої букви;</p> <p>б)географічні власні імена: назви країн, річок, гір, морів, островів, міст, вулиць, площ, газет, пишуться з великої букви.</p> <p><i>Примітка:</i> назви днів тижня, місяців і національностей пишуться з великої букви</p>	<p>a day, a book, a house  a window, a building, sugar  a boy, a dog  snow, beauty, work  а) a cup — cups  б) tea, sugar, love, air, snow</p> <p>Jack, Peter, Brown</p> <p>Ukraine, America, London, the Thames, Trafalgar Square, the Kiev Post</p> <p>Monday, May, Ukrainian</p>
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## Число (The Category of Number)

Загальні іменники поділяються на злічувані (Countable Nouns) і незлічувані (Uncountable Nouns), іменники в англійській мові вживаються в однині та множині. Множина утворюється додаванням до форми однини закінчень -s, -es.

### Таблиця 5

Утворення множини іменників (the Plural Number) та правопис їх закінчень

-s	Shop-shops; day-days
-es	після у з попередньою приголосною, при цьому у змінюється на і: country — countries
	після о: tomato — tomatoes; але piano — pianos; photo — photos
	після -s, -ss, -ch, -sh, -tch, -x, -z: box- boxes, dress-dresses, wish-wishes, bench-benches
	після -f, -fe, при цьому -f, -fe змінюються на v: wife — wives; life — lives; shelf — shelves; wolf — wolves; thief — thieves; calf — calves; knife — knives; half — halves; leaf — leaves; loaf — loaves. Усі інші іменники на -f, -fe — за загальним правилом: safe — safes; roof — roofs

### Таблиця 6

Вимова закінчення -s:

Після глухих приголосних вимовляється [s]	a desk — desks a map — maps a path — paths a month — months
Після дзвінких приголосних і голосних вимовляється [z]	a wall — walls a ball — balls a sea — seas
Після <i>ce, x, s, ss, se, sh, ch, ge</i>	a box — boxes



ВИМОВЛЯЄТЬСЯ [ɪz]	a bus — buses a family — families a place — places
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### Незлічувальні іменники

Вживаються в англійській мові тільки у формі однини.	friendship, peace, money, ink, sugar, weather, advice, business, hair, information, knowledge, news, progress	The weather is wonderful today. This information is very important.
Іменники, що мають форму однини, яка завжди узгоджується з дієсловом у формі множини.	people, cattle, police, the poor, the rich	Are there many police in the streets? There were many the wounded in the last battle.

### Інші способи утворення множини іменників

Винятки	man — men, woman — women, foot — feet, child — children, tooth — teeth, ox — oxen, goose — geese, mouse — mice
Однина = множина	a swine - many swine, a sheep — many sheep, a deer — many deer
Іменники грецького та латинського походження	curriculum — curricula; datum — data; phenomenon — phenomena; basis- bases; thesis — theses; crisis — crises; radius — radii; nucleus — nuclea; stimulus — stimuli; index — indices
Складені іменники	mother-in-law—mothers-in-law; fellow-worker—fellow-workers; commander- in-chief — commanders-in-chief; forget-me-not — forget-me-nots

### 3. Відмінок (Case)

Іменник має два відмінки: загальний (the Common Case) (він немає спеціальних відмінкових закінчень) та присвійний (the Possessive Case). Як правило, тільки іменники, які означають людей і тварин, можуть мати форму присвійного відмінка.

Таблиця 9

#### Утворення форм присвійного відмінка

Однина	Множина
Додається закінчення -'s до форми загального відмінка однини my brother's book	Додається на письмі тільки апостроф (') після закінчення множини -s або -es : my brothers' books
До іменників, які закінчуються на -s, -ss, -x додається тільки апостроф (') Marx' life	Іменники, які утворюють множину іншим способом: (child — children, man — men) мають закінчення -'s children's books

Таблиця 10

Власні імена	Proper Names
Однина	Множина
Tim's dog. — Собака Тіма. St. Paul's cathedral. — Собор Святого Павла	The Bakers' house.- Будинок Бейкерів.

<u>Іменники , що позначають</u>	<u>живі істоти (Animate Nouns)</u>
Однина	Множина
a girl's hat — капелюх дівчинки a cat's tail — хвіст кішки	girls' hats — капелюхи дівчат cats' tails — хвости кішок
<u>Іменники, що позначають</u>	<u>неживі істоти (Inanimate Nouns)</u>
Однина	Множина

<i>І. Іменники, що позначають час,</i>	<i>вартість, відстань</i>
a minute's walk — хвилинна прогулянка a kilometre's distance — відстань в один кілометр	a five minutes walk — п'ятихвилинна прогулянка a three kilometers' distance — відстань у три кілометри
<i>Іменники, що позначають іменники town, city, country, the sea, the ocean</i>	<i>географічні власні імена та world, the earth, the moon, the sun</i>
Київ's square — площа Києва	Київ's squares — площі Києва
<i>Збірні іменники: party, company,</i>	<i>union, army, government, family</i>
the government's decision — рішення уряду the family's tradition — сімейна традиція	the governments' decisions — рішення урядів
<i>Іменники, що позначають судна,</i>	<i>автомашини, літаки: ship, boat, car, plane</i>
the car's number — номер машини	the cars' numbers — номери машин

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